



1956-57

MARBOLEUM

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Dominion

oilcloth & linoleum co. limited

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Linoleum — the "High - S

Dominion linoleum, once termed a "utility" flooring, is now an acknowledged "high-style" flooring for the living areas of the modern house as well as all areas of the modern business and public buildings.

With widened colour ranges, an improved even easier-to-clean surface, and a 50-year background of excellence in use, Dominion Linoleum floorings fulfil demands for both beauty and function.

In homes, offices and other buildings they are steadily replacing the conventional all-wood. The reasons, as illustrated in the pages of this catalogue, show today's Dominion Linoleum as a smarter flooring, suited to a new era — easier to work with, live with and enjoy.

Dominion

OILCLOTH & LINOLEUM CO. LIMITED

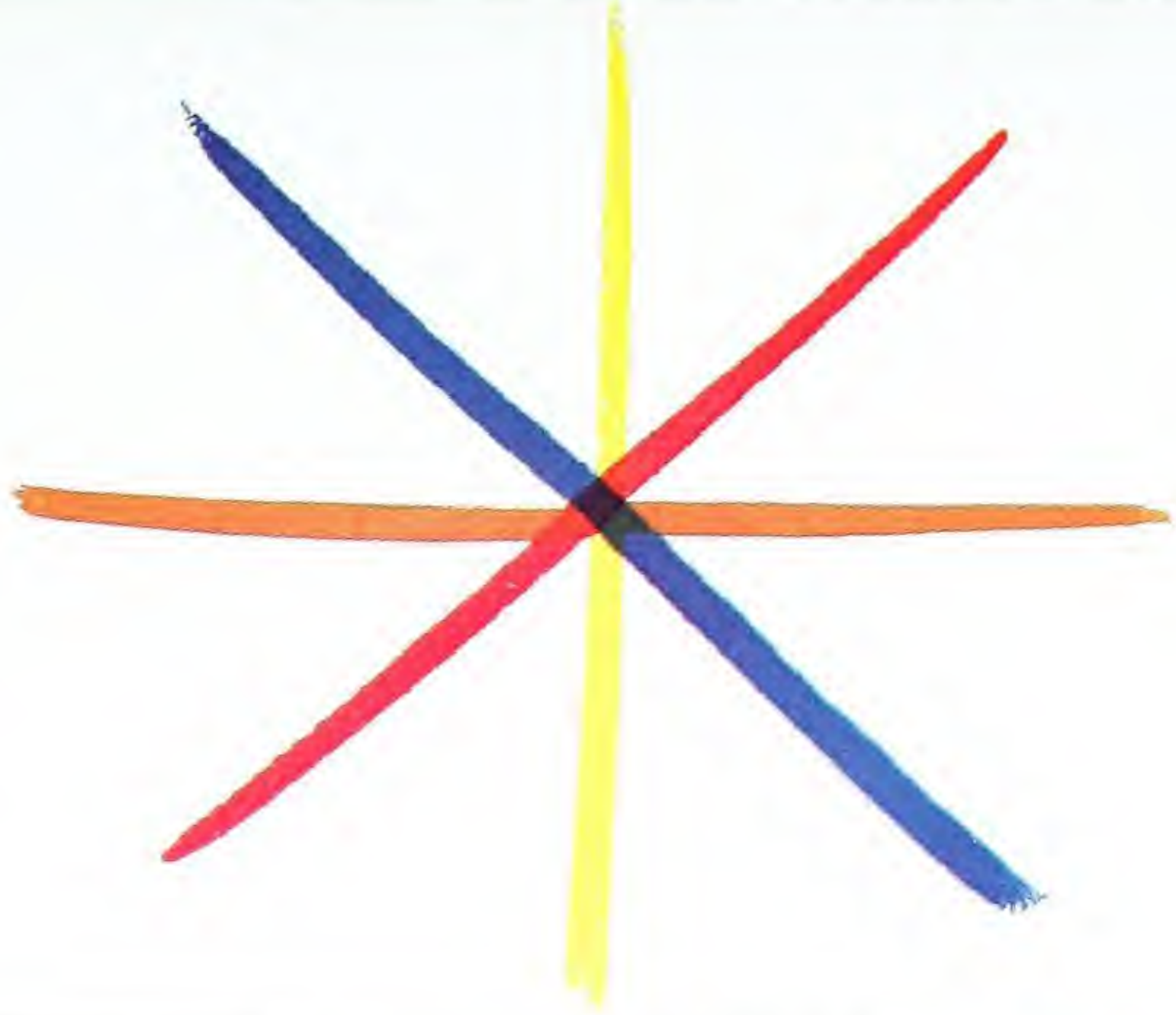
CATALOGUE



1956-1957



style'' Flooring



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COLOURINGS

The patterns reproduced in this book are, in most cases, true reproductions of actual goods, but it occasionally happens that colourings vary through circumstances beyond our control. We cannot, therefore, guarantee colourings to be absolutely correct in every case.

Marboleum

Marboleum, most popular of the marbelized inlaids, is a Dominion Linoleum exclusive. There are many similar-looking marbelized linoleums on the market but manufacturing processes are different. For assurance of quality, sell the product with the name "Marboleum" marked prominently on the back.



Use Marboleum for kitchens, hallways, playrooms, offices, reception areas, store and industry floors — in fact, all floor areas which receive normal to extra-heavy traffic. This product's tough composition and smooth surface takes kindly to hard treatment and makes short work of cleaning. Its finely spaced marbelization camouflages dust before it is cleaned.

By the yard and tiles.

This range is featured 1/2 actual size.

MARBOLEUM

M-20

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back



M-19

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"STANDARD"

"DOMESTIC"

Felt Back



MARBOLEUM



M-18

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"

Felt Back



M-17

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"

Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back

MARBOLEUM

M-16

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back



M-15

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"

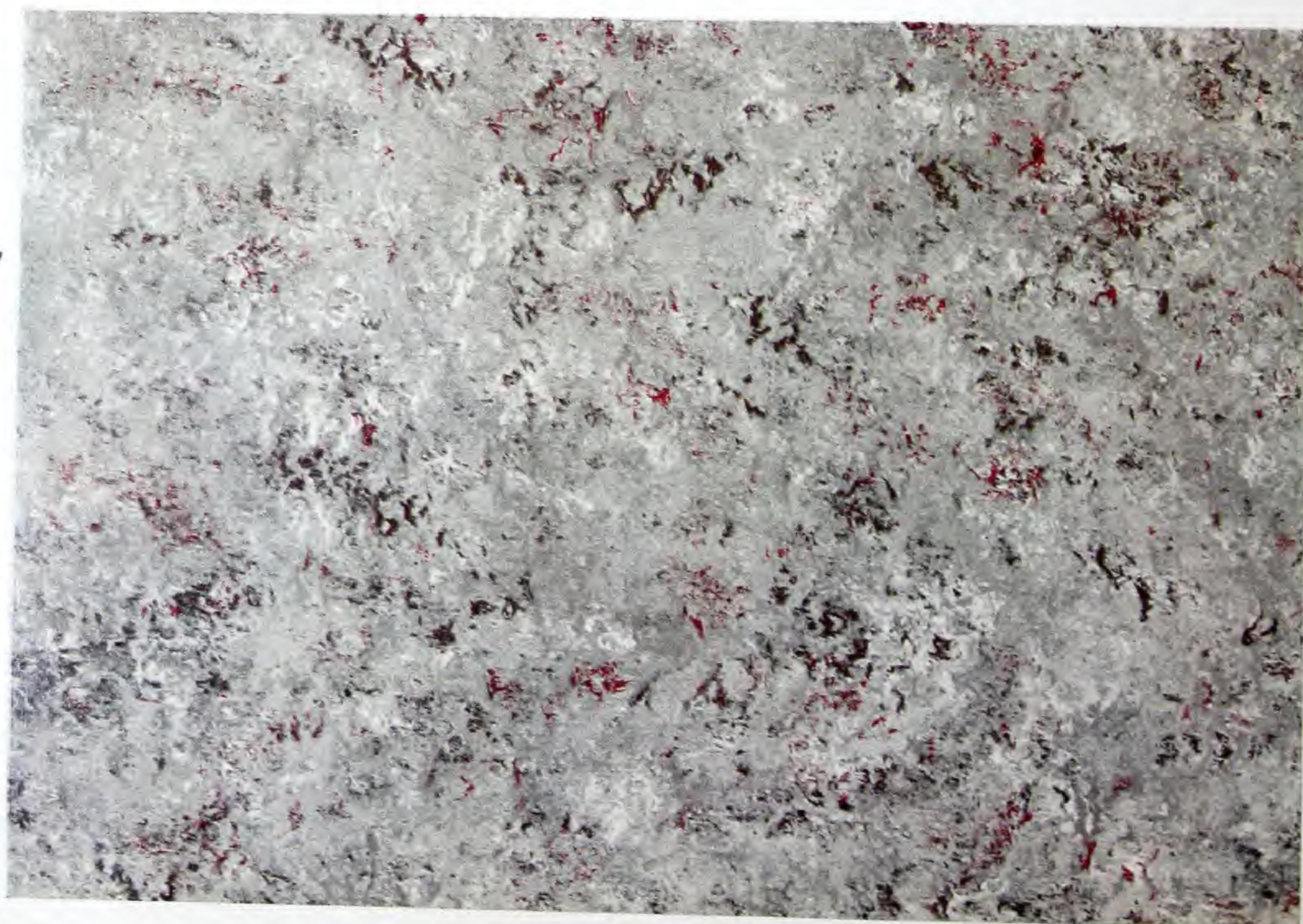
Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back



M A R B O L E U M



M-14

2 yards wide
Stock Items

GAUGE
"A"
Felt Back

TILES

9 x 9 inches

GAUGE
"A"
Felt Back



M-13

2 yards wide
Stock Items

GAUGES
"A"
"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"
"STANDARD"
"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back

MARBOLEUM

M-11

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back



M-99

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"

Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back



MARBOLEUM



M-97

2 yards wide
Stock Items

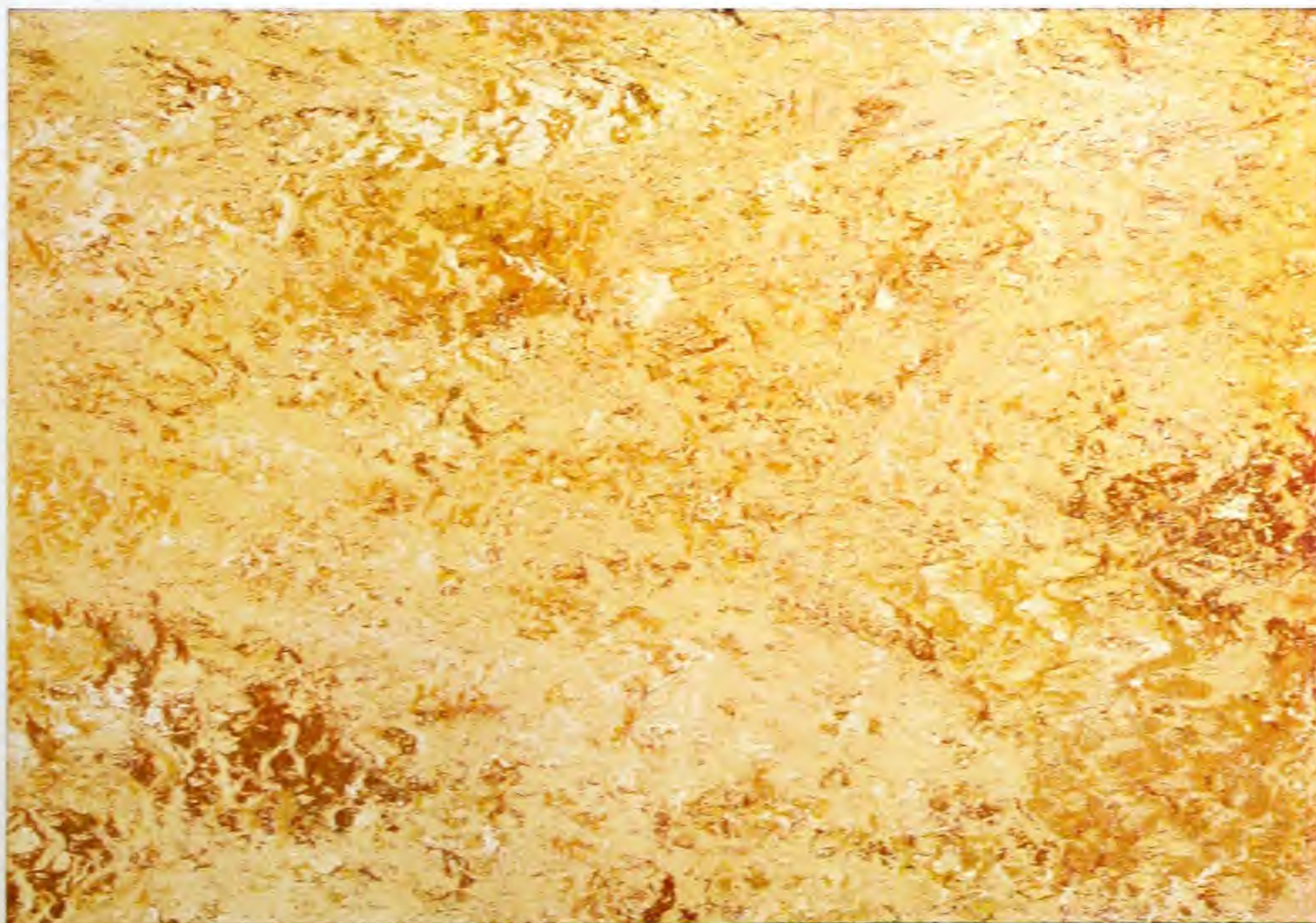
GAUGE
"A"
Felt Back

TILES
9 x 9 inches

GAUGE
"A"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back



M-96

2 yards wide
Stock Items

GAUGE
"A"
Felt Back

TILES
9 x 9 inches

GAUGE
"A"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back

MARBOLEUM

M-93

2 yards wide
Stock Items

GAUGE
"A"

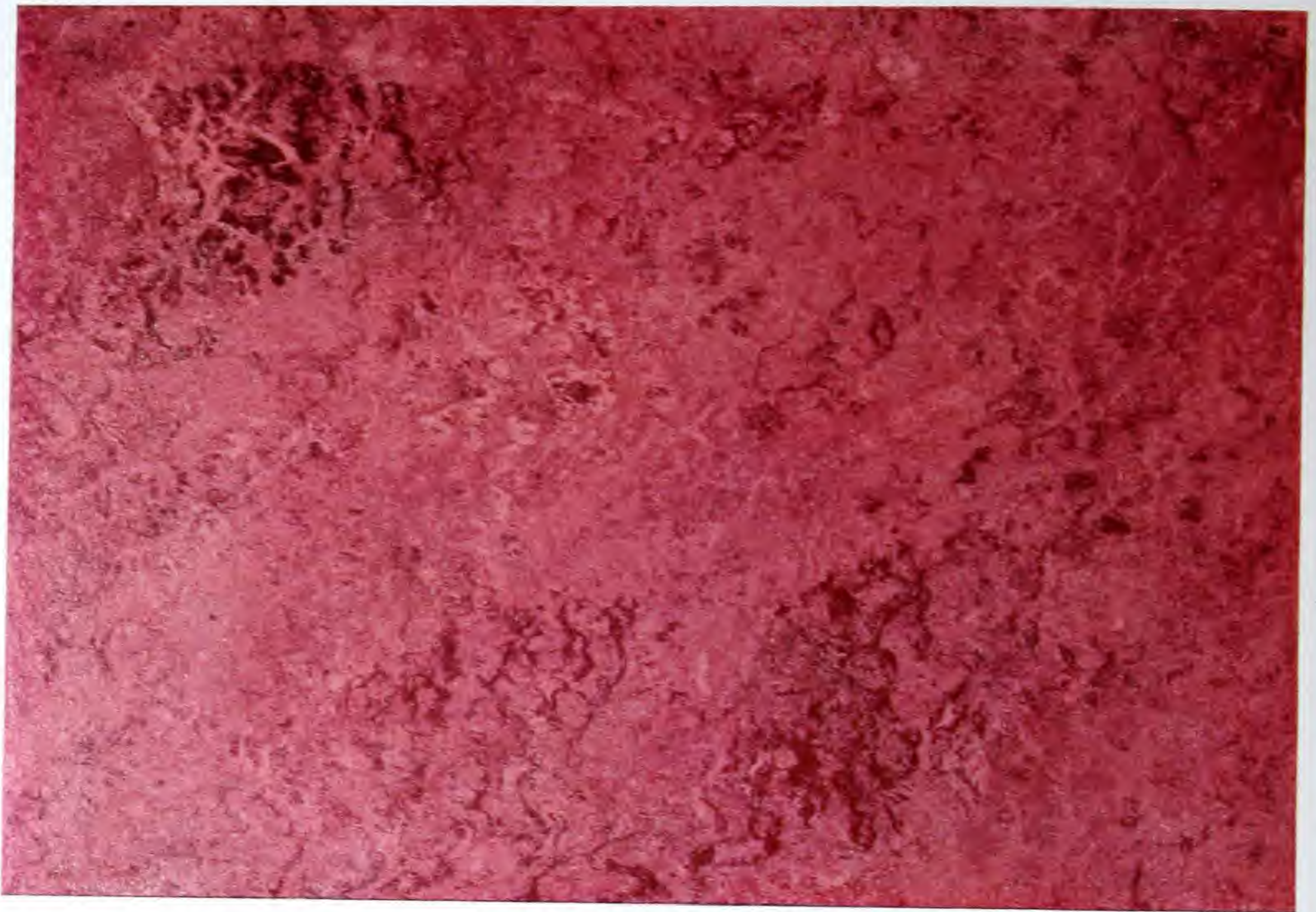
Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back



M-92

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"STANDARD"

"DOMESTIC"

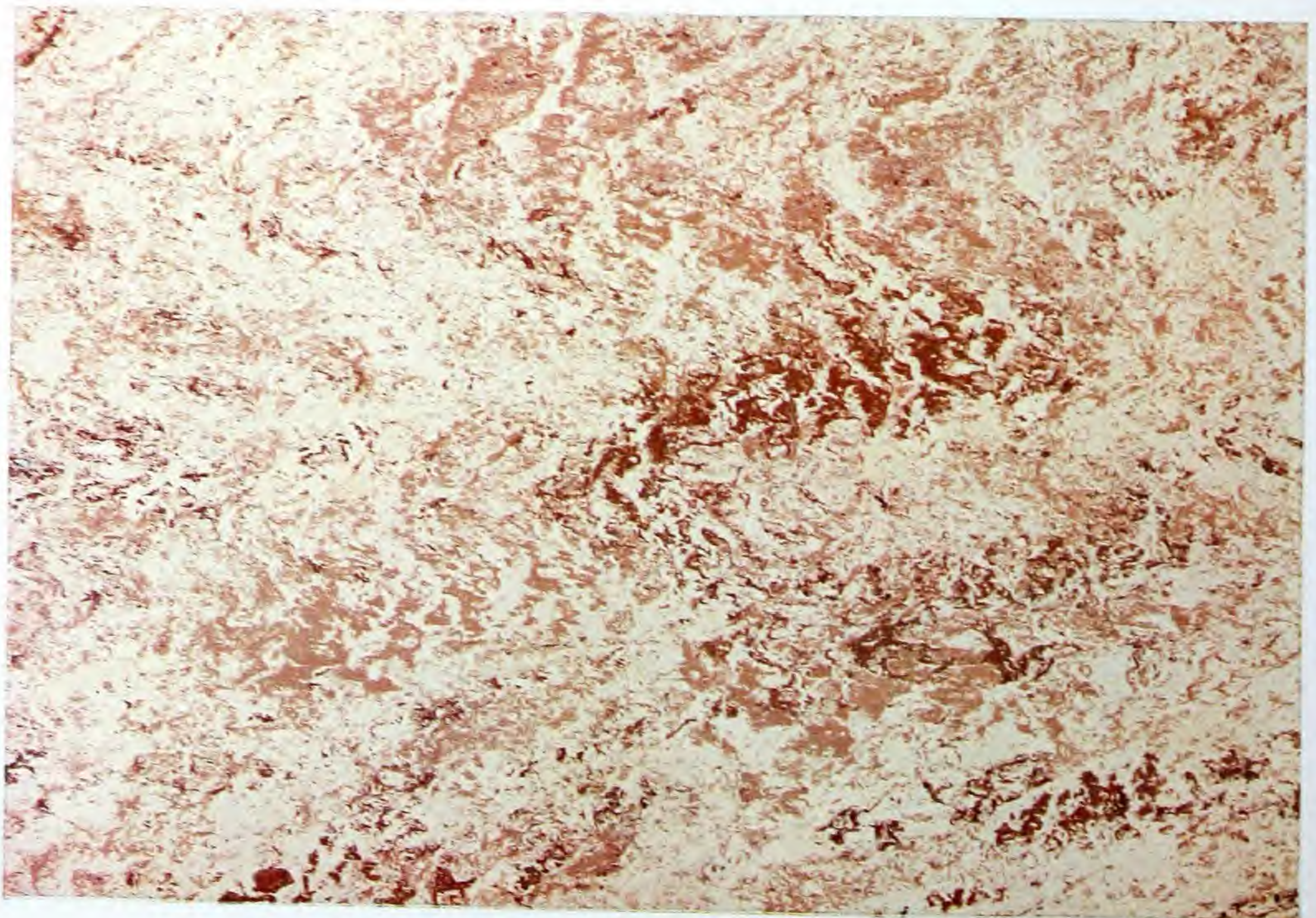
Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back



MARBOLEUM



M-91

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back



M-89

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGES
"AA"

"A"

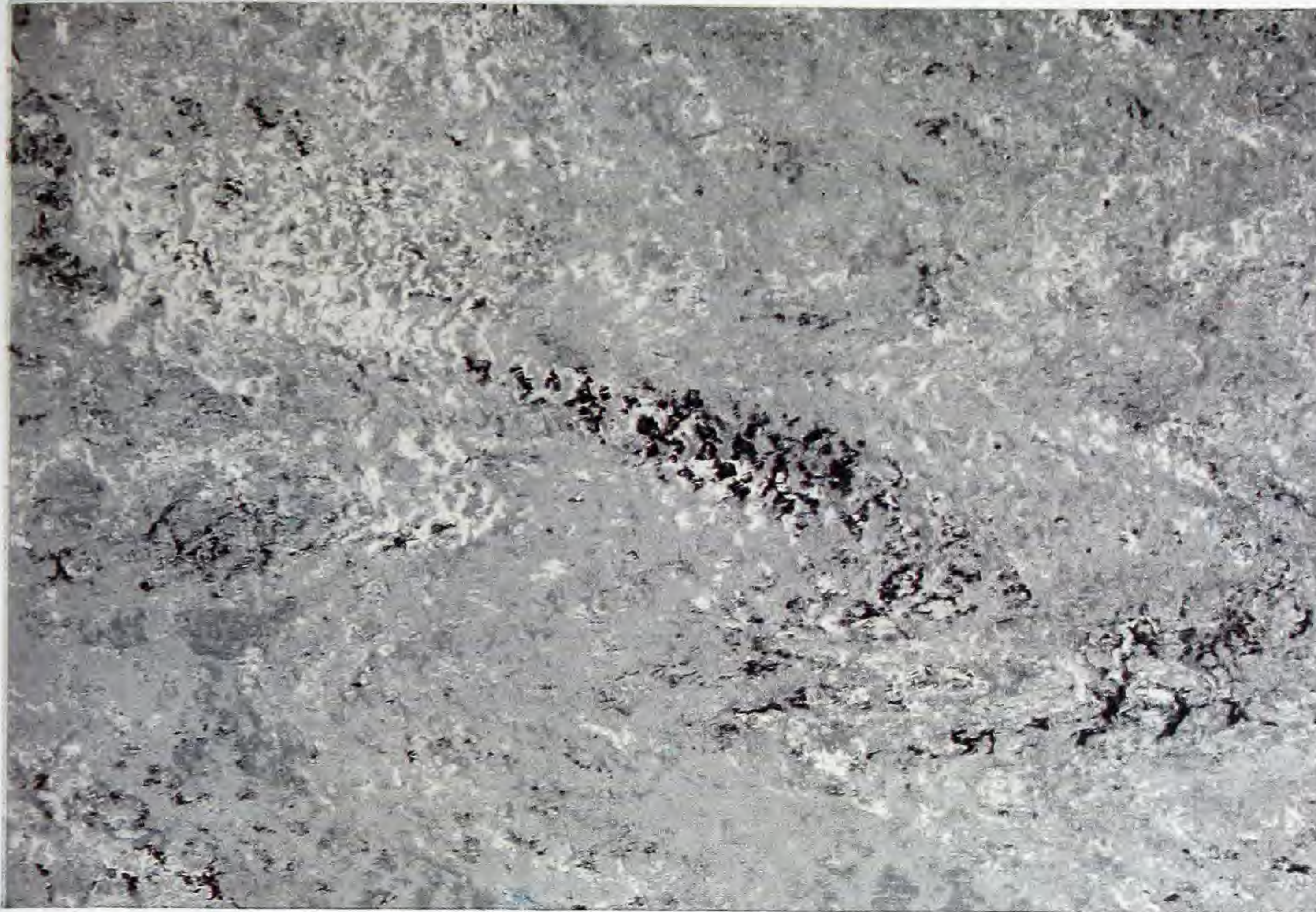
Canvas Back



*Sophisticated bedroom floor of Marboleum, pattern No. M-18, with easy-to-cut motifs of pattern No. M-13.
The harmonizing bathroom floor has the same motif with the floor patterns reversed.*

Marboleum has many uses. As in the picture above, it makes a perfect base for a sophisticated setting. The contrasting motifs are originality-plus and they're so easy to design and cut. Marboleum is ideal for informal settings as well. The colour range (widest of any resilient flooring) allows enough scope for any room from the rugged den to the daintiest of babies' rooms. Kitchen floors and matching counters "come alive" with Marboleum in its gayer shades. And the best part of it all is that Marboleum stays lively with the years. Its smooth, easy-to-clean surface and lifetime inlaid colours take punishment from day-to-day usage with a smile.

MARBOLEUM



M-88

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"

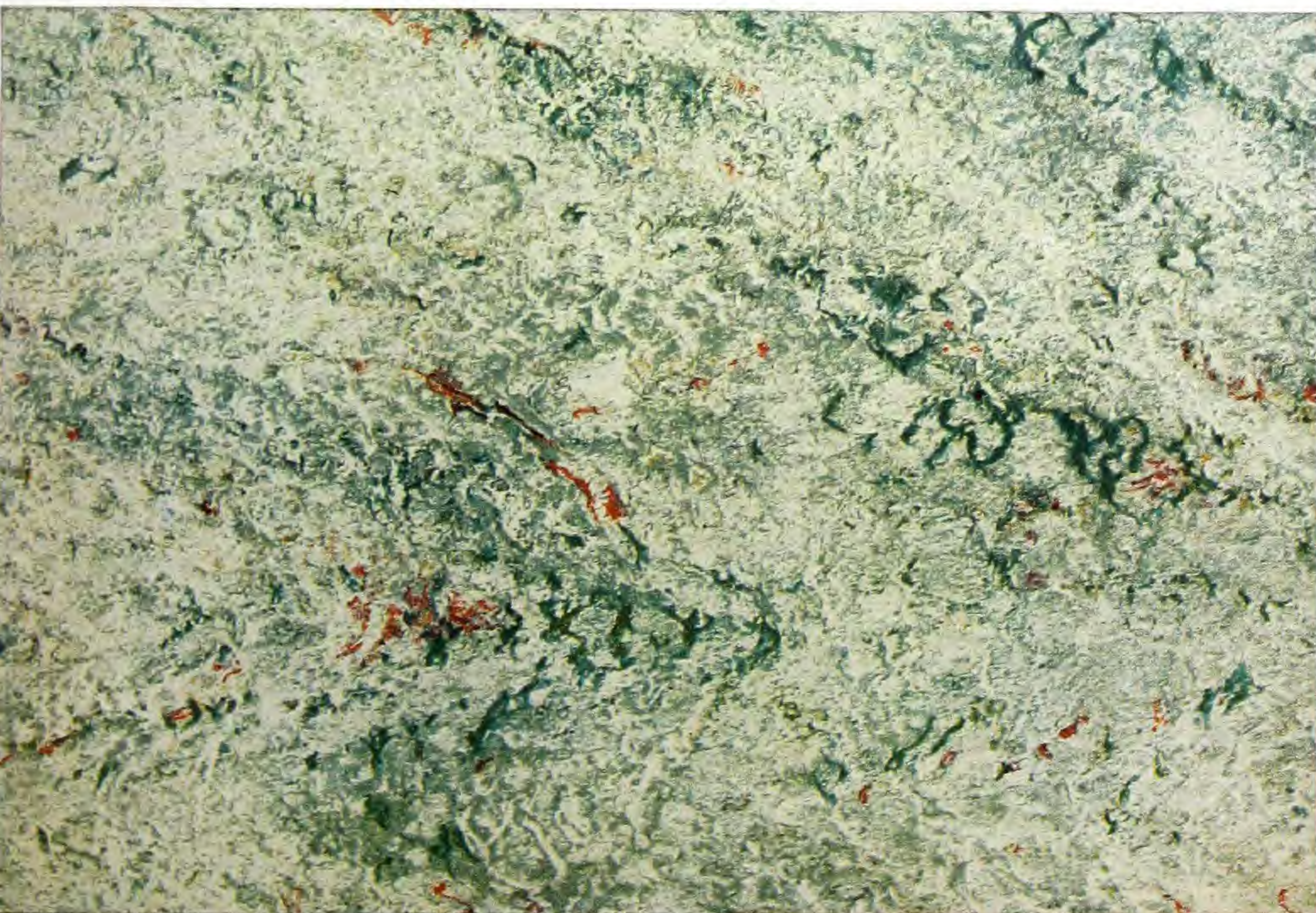
"STANDARD"
"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back



M-87

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"

"A"

Canvas Back

MARBOLEUM

M-85

2 yards wide
Stock Items

GAUGES

"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

Made To Order

GAUGES

"AA"

"A"

Canvas Back



M-81

2 yards wide
Stock Items

GAUGES

"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

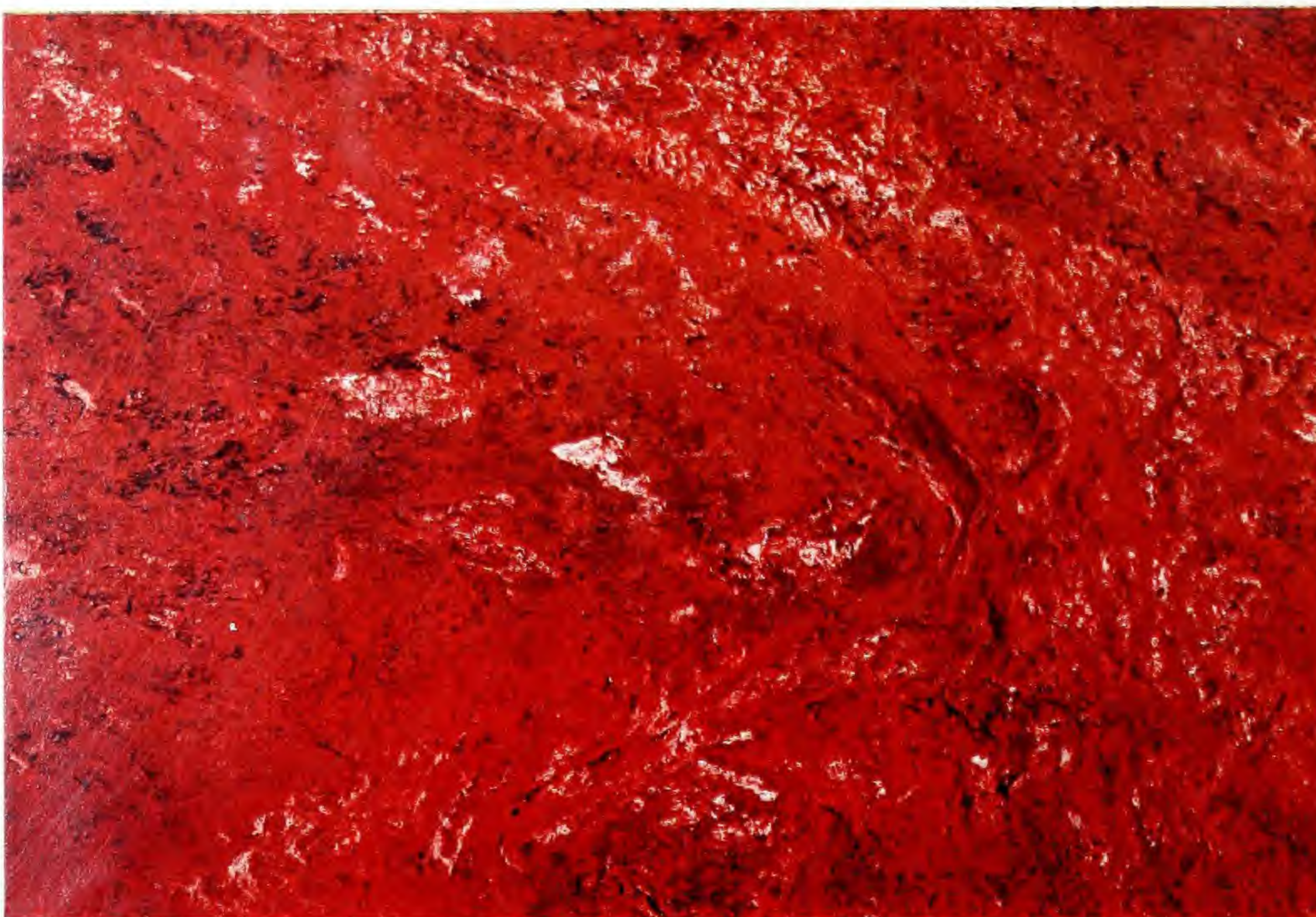
GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back



MARBOLEUM



M-80

2 yards wide
Stock Items

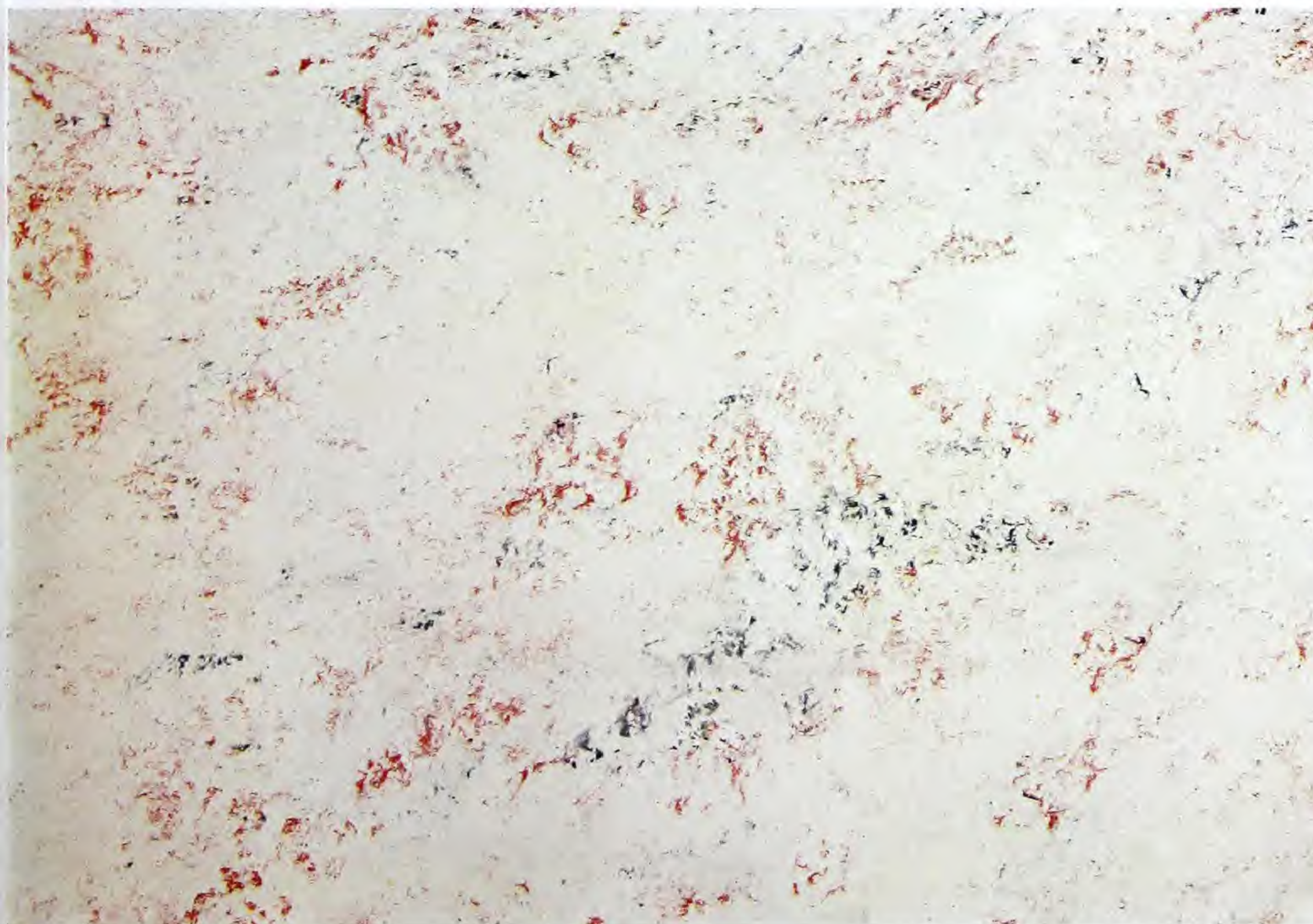
GAUGES
"A"
"DOMESTIC"
Felt Back

TILES
9 x 9 inches

GAUGES
"A"
"STANDARD"
"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back



M-76

2 yards wide
Stock Items

GAUGES
"A"
"DOMESTIC"
Felt Back

TILES
9 x 9 inches
GAUGES
"A"
"DOMESTIC"
Felt Back

MARBOLEUM

M-60

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back



M-54

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"

Felt Back

Made To Order

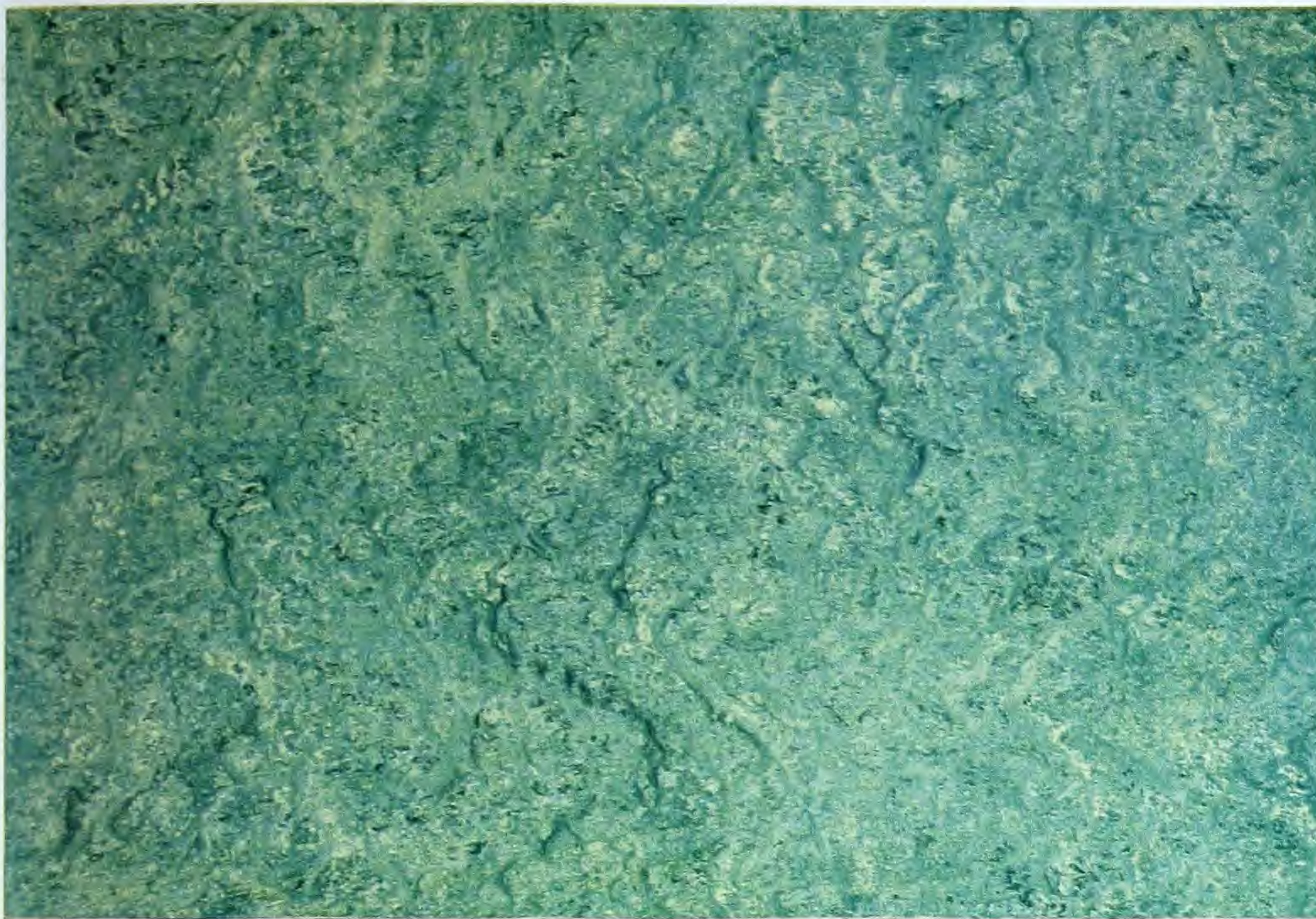
GAUGES
"AA"

"A"

Canvas Back



MARBOLEUM



M-53

2 yards wide
Stock Items

GAUGES
"A"

"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"
"A"

Canvas Back



M-49

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGES
"AA"
"A"

Canvas Back

MARBOLEUM

M-48

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGES

"AA"

"A"

Canvas Back



M-43

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGES

"AA"

"A"

Canvas Back



M A R B O L E U M

M-41

2 yards wide
Stock Items

GAUGE
"A"
Felt Back

TILES

9 x 9 inches

GAUGE
"A"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back

M-39

2 yards wide
Stock Items

GAUGES
"A"
"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"
"STANDARD"
"DOMESTIC"
Felt Back

Made To Order

GAUGES
"AA"
"A"
Canvas Back



Dominion

Jaspé

Linoleum



This is the pattern which first brought Dominion linoleum out of the "work" rooms and into the "living" rooms. Its delicacy of colour and tone — and smoothness of surface belie a constitution that is tough and durable — making it the most popular of all resilient floorings for "exhibit" areas. Canada's smartest living rooms, and most impressive offices are floored with Dominion Jaspé linoleum.

By the yard and tiles.

This range is featured 1/2 actual size.

DOMINION JASPÉ LINOLEUM

J-740

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGE
"A"

Canvas Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back

J-739

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGE
"A"

Canvas Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back

DOMINION JASPE LINOLEUM

J-738

2 yards wide
Stock Items

GAUGE

"A"

Canvas Back

TILES

9 x 9 inches

GAUGES

"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES

"AA"

Canvas Back

"A"

Felt Back



J-737

2 yards wide
Stock Items

GAUGE

"A"

Canvas Back

TILES

9 x 9 inches

GAUGES

"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES

"AA"

Canvas Back

"A"

Felt Back



DOMINION JASPÉ LINOLEUM



J-736

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGES
"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back



J-735

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGES
"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back

DOMINION JASPÉ LINOLEUM

J-726

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES

9 x 9 inches

GAUGES
"A"
Canvas Back

"STANDARD"
Felt Back

Made To Order

GAUGES
"AA"
Canvas Back

"A"
Felt Back



J-725

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES

9 x 9 inches

GAUGE
"A"
Canvas Back

Made To Order

GAUGES
"AA"
Canvas Back

"A"
Felt Back





Great West Life Insurance Co. offices — Saskatoon — using Dominion Jaspé Linoleum by the yard in pattern No. J-736 accented with Plain Black and Red linoleum.

The clean, fresh look of Dominion Jaspé Linoleum blends in particularly well with modern office decor. Rich new colours and improvements in old colours have made this range a popular choice by modern business building planners. A beautiful smooth-to-the-touch surface makes this modern linoleum easy to clean and keep clean. Dominion Jaspé Linoleum is an up-to-date product with the further advantages of proven durability, ease of installation and maintenance economy. This is the "glamour" flooring of the linoleum family.

DOMINION JASPE LINOLEUM

J-724

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGE
"A"

Canvas Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back



J-723

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGES
"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back



DOMINION JASPÉ LINOLEUM



J-721

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES
9 x 9 inches

GAUGE
"A"
Canvas Back

Made To Order

GAUGES
"AA"
Canvas Back

"A"
Felt Back



J-720

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES
9 x 9 inches

GAUGES
"A"
Canvas Back

"STANDARD"
Felt Back

Made To Order

GAUGES
"AA"
Canvas Back

"A"
Felt Back

DOMINION JASPE LINOLEUM

J-712

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGES
"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back



J-708

2 yards wide
Stock Items

GAUGE
"A"

Canvas Back

TILES

9 x 9 inches

GAUGES
"A"

Canvas Back

"STANDARD"

Felt Back

Made To Order

GAUGES
"AA"

Canvas Back

"A"

Felt Back



DOMINION JASPE LINOLEUM

J-701

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES
9 x 9 inches

GAUGE
"A"
Canvas Back

Made To Order

GAUGES
"AA"
Canvas Back
"A"
Felt Back

CHATELAIN INSTITUTE

Maintained by Chatelaine Magazine

This is to Certify that Inlaid Linoleums (Jaspe, Battleship, Handicraft, Marble Tile) product
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4. This certificate and all privileges hereby granted are subject to the terms and conditions as set forth below.



SERIAL NUMBER

11532

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Maria Holmes Director, Chatelaine Institute
John A. Ross Editor, Chatelaine Magazine

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6. This certificate and all privileges granted hereby shall, subject to Paragraph Five above, remain in force for a period of one year from the date hereof. It may be renewed upon expiration for a further period of one year at the request of the manufacturer and at the discretion of the Institute.

7. In accepting this certificate, the manufacturer agrees with HAZEL HUNTER Publishing Company Limited, as publishers and proprietors of Chatelaine Magazine, to fully observe and abide by the above terms and conditions.



Dominion

Handicraft

Linoleum

A "hand-weave" colour effect exclusive to this company.

Dominion "Handicraft" was created to go with the casual atmosphere of today's living. Its soft-toned colours combine beautifully with modern living and bedroom furnishings in today's newer homes, hotels, motels and institutions.

By the yard and tiles.

This range is featured 1/2 actual size.

Dominion Handicraft Linoleum by the yard, pattern No. H-772.



DOMINION HANDICRAFT LINOLEUM

H-776

2 yards wide
Stock Items

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back

H-775

2 yards wide
Stock Items

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back

H-774

2 yards wide
Stock Items

GAUGE
"A"
Felt Back

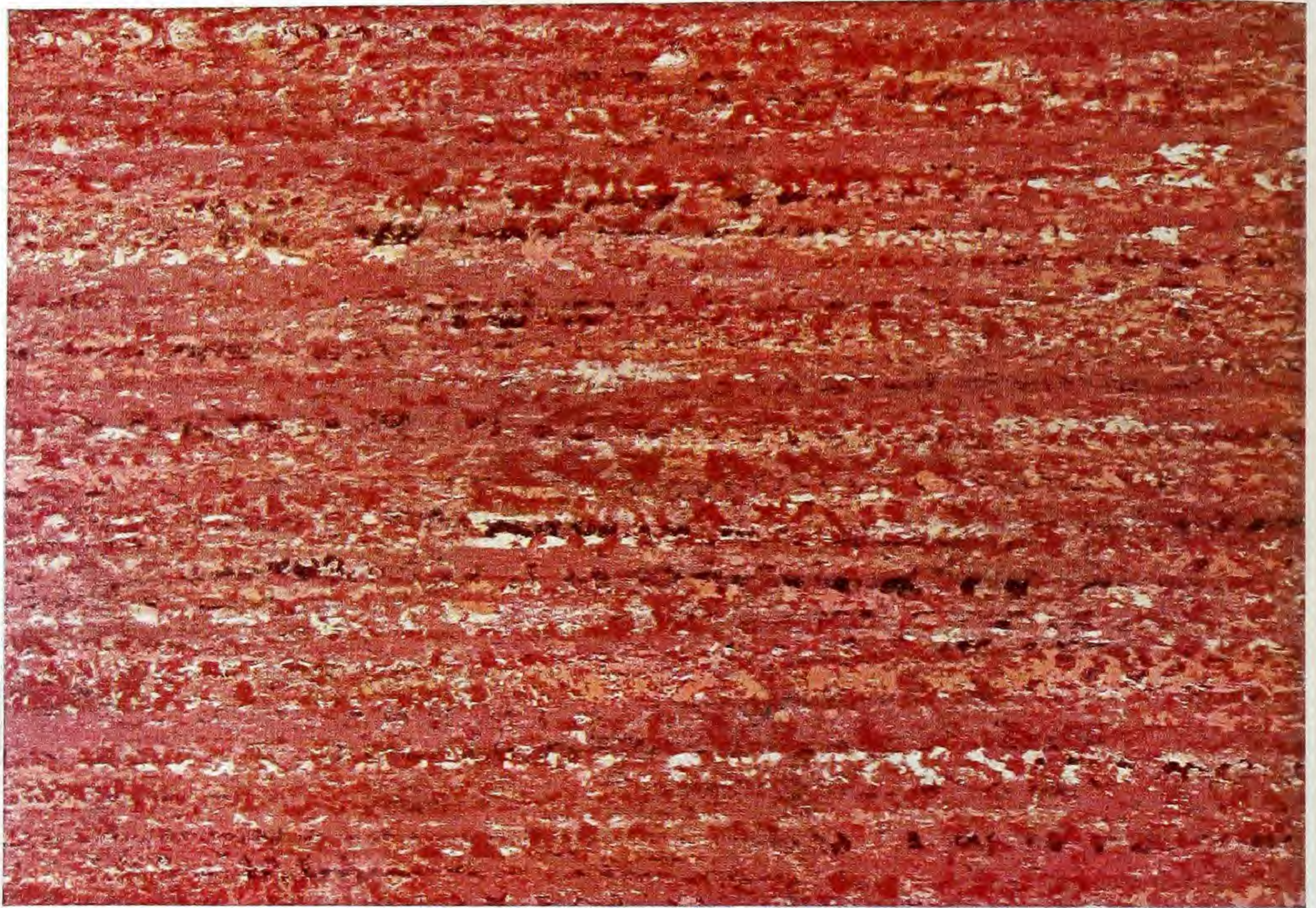
TILES

9 x 9 inches

GAUGE
"A"
Felt Back

Made To Order

GAUGE
"AA"
Canvas Back



H-773

2 yards wide
Stock Items

GAUGES
"A"
"STANDARD"
"DOMESTIC"
Felt Back

TILES

9 x 9 inches

GAUGES
"A"
"STANDARD"
"DOMESTIC"
Felt Back

Made To Order

GAUGE
"AA"
Canvas Back



DOMINION HANDICRAFT LINOLEUM



H-772

2 yards wide
Stock Items

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back



H-771

2 yards wide
Stock Items

GAUGE

"A"

Felt Back

TILES

9 x 9 inches

GAUGE

"A"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back

DOMINION HANDICRAFT LINOLEUM

H-770

2 yards wide
Stock Items

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES

"A"

"STANDARD"

"DOMESTIC"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back



H-769

2 yards wide
Stock Items

GAUGE

"A"

Felt Back

TILES

9 x 9 inches

GAUGE

"A"

Felt Back

Made To Order

GAUGE

"AA"

Canvas Back



DOMINION HANDICRAFT LINOLEUM



H-768

2 yards wide
Stock Items

GAUGE
"A"

Felt Back

TILES

9 x 9 inches

GAUGE
"A"

Felt Back

Made To Order

GAUGE
"AA"

Canvas Back



H-762

2 yards wide
Stock Items

GAUGES
"A"

"STANDARD"
"DOMESTIC"

Felt Back

TILES

9 x 9 inches

GAUGES
"A"

"STANDARD"
"DOMESTIC"

Felt Back

Made To Order

GAUGE
"AA"

Canvas Back



Dominion

Battleship

or Plain Linoleum

2 yards wide
Stock Items

GAUGE
"A"
Canvas Back

TILES
9 x 9 inches

Cut To Order
in
all colours



IVORY



LIGHT BLUE



RED



YELLOW



ORANGE



DARK BLUE



BUFF



MAROON



Its name is synonymous with durability and resilience . . .

its record unrivalled. This is the original high "Dominion" quality linoleum.

With recent improvements in colour and other essential ingredients

"Battleship" today enjoys greater popularity than ever. *By the yard and Tiles.*



LIGHT GREEN



TERRA COTTA



GREY



BROWN



DARK GREEN



BLACK

2 yards wide
Stock Items

GAUGES
"AA"
"A"

Canvas Back

Made To Order

GAUGES
"AAA"
Canvas Back

TILES

9 x 9 inches

Cut to Order
in
all colours



Cork Carpet



STOCK ITEMS

BROWN and GREEN

2 yards wide

GAUGES

"A"—1/4"

"B"—3/16"

Canvas Back





Dominion

Tiling

Inlaid Linoleum

"Tile" squares and oblongs, circles and abstract geometric designs, permanently blended with marbled, grained or plain backgrounds — there's tremendous scope for originality in this popular type of linoleum. Its advantage is ready-made inlaid design with no need for custom cutting or special installation technique.

By the yard only.

This range is featured 1/5 actual size.

7415

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



DOMINION INLAID LINOLEUM (TILING)

7414

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



7413

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



DOMINION INLAID LINOLEUM (TILING)

7412

2 yards wide

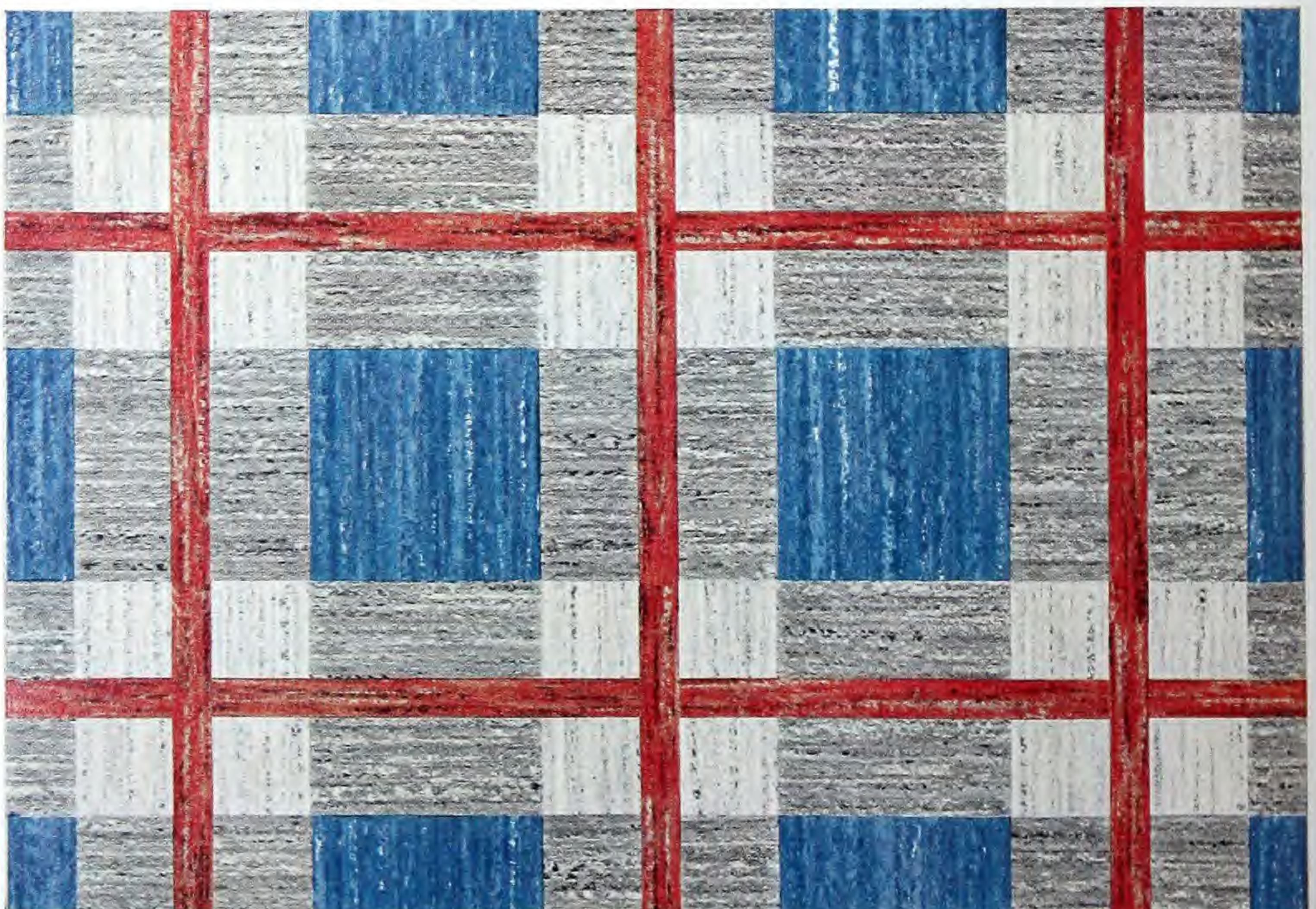
GAUGE
"DOMESTIC"
Felt Back



7411

2 yards wide

GAUGE
"DOMESTIC"
Felt Back





Novel sunroom with Dominion Tiling Inlaid Linoleum floor, pattern 7412.
Colourful Dominion Linoleum is the perfect floor of "picture-window" homes.



7410

2 yards wide

GAUGE
"DOMESTIC"
Felt Back

DOMINION INLAID LINOLEUM (TILING)

7409

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



7406

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



DOMINION INLAID LINOLEUM (TILING)



7405

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



7403

2 yards wide

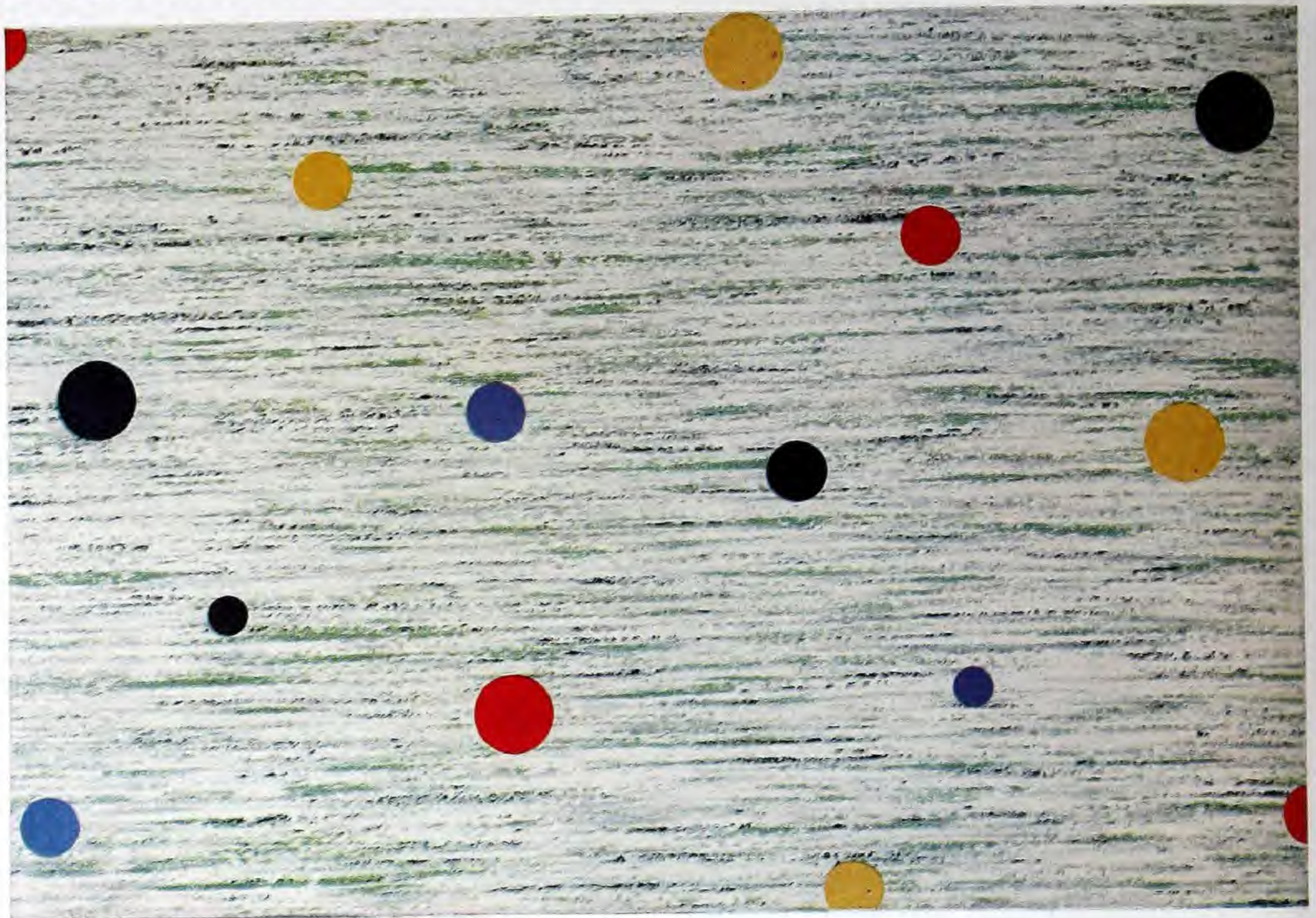
GAUGE
"DOMESTIC"
Felt Back

DOMINION INLAID LINOLEUM (TILING)

7401

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



7400

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



DOMINION INLAID LINOLEUM (TILING)



7351

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



7350

2 yards wide

GAUGE
"DOMESTIC"
Felt Back



Embossed

Inlaid Linoleum

This linoleum is one of our "luxury lines".

For many years it has been the choice of the woman who spends her money only "on the best". Embossed Inlaid Linoleum is "third dimensional". The tasteful designs are permanently raised giving them an unusually realistic appearance. Colours are soft and muted, for happy blending with any surroundings. Suitable for living-rooms, bedrooms, dens, kitchens, playrooms and sun-porches.

8741

2 yards wide

Canvas Back



DOMINION INLAID LINOLEUM (EMBOSSED)



8740

2 yards wide

Canvas Back



8739

2 yards wide

Canvas Back

DOMINION INLAID LINOLEUM (EMBOSSED)

8738

2 yards wide

Canvas Back



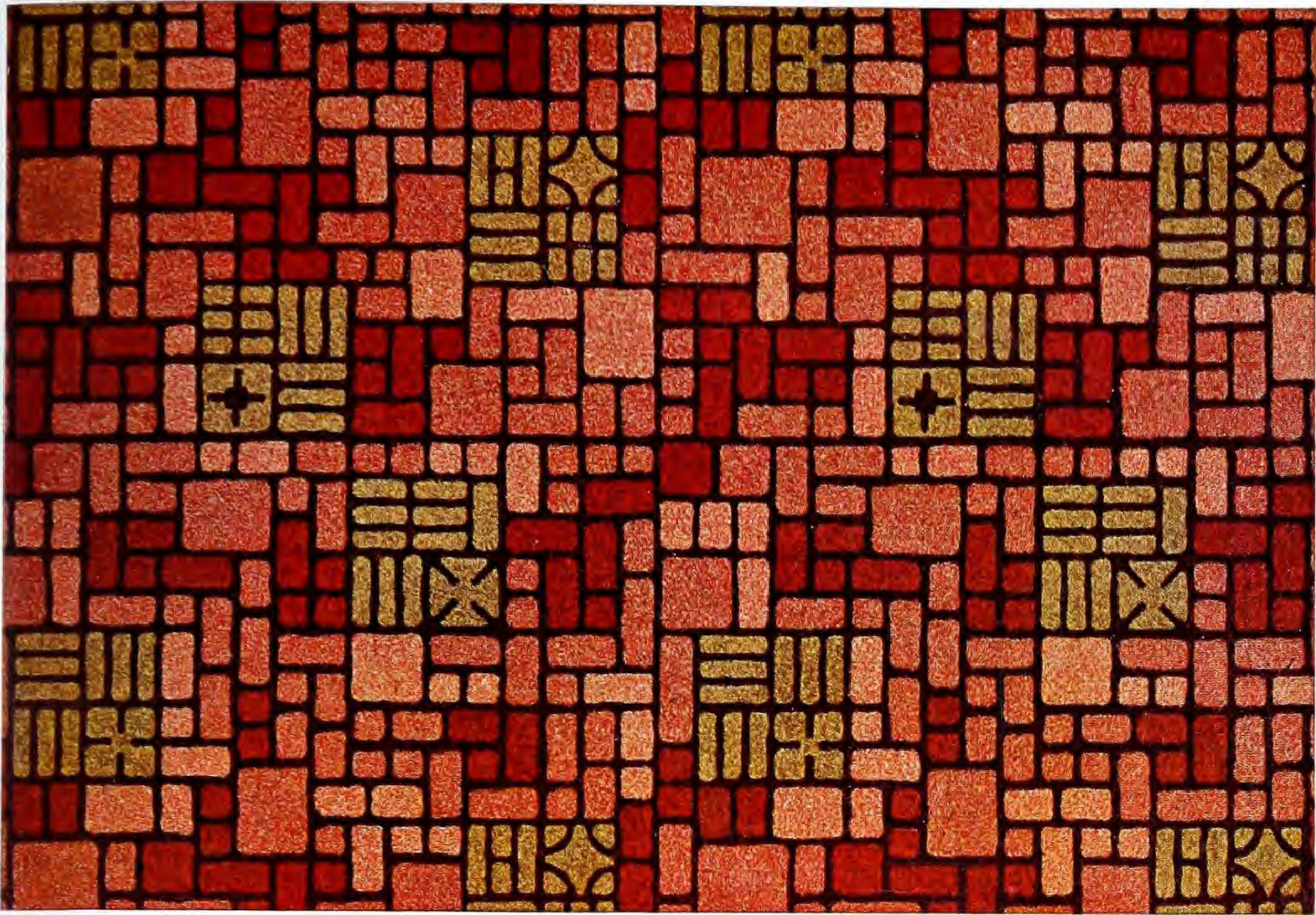
8737

2 yards wide

Canvas Back



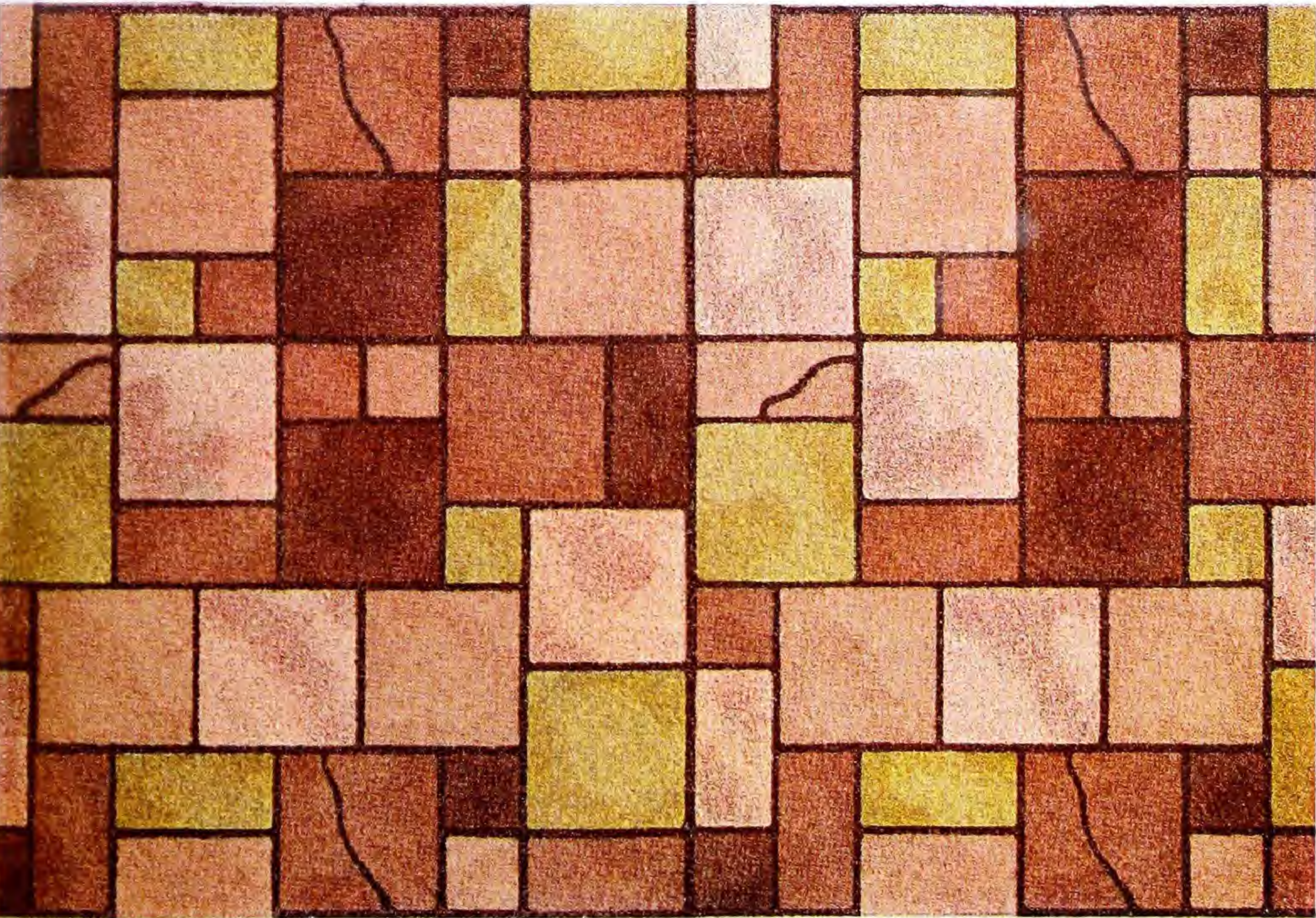
DOMINION INLAID LINOLEUM (EMBOSSED)



8729

2 yards wide

Canvas Back



8727

2 yards wide

Canvas Back



Dominion

"Moulded"

Inlaid Linoleum

The soft-edged outlines of "Moulded" designs offer a distinctive dignity not evident in any other linoleum effect. Suitable for "special" rooms such as den, library, powder room, living room, bedroom and playroom. "Moulded" is a class-type linoleum any home owner should be proud to exhibit.

By the yard only. This range is featured 1/5 actual size.

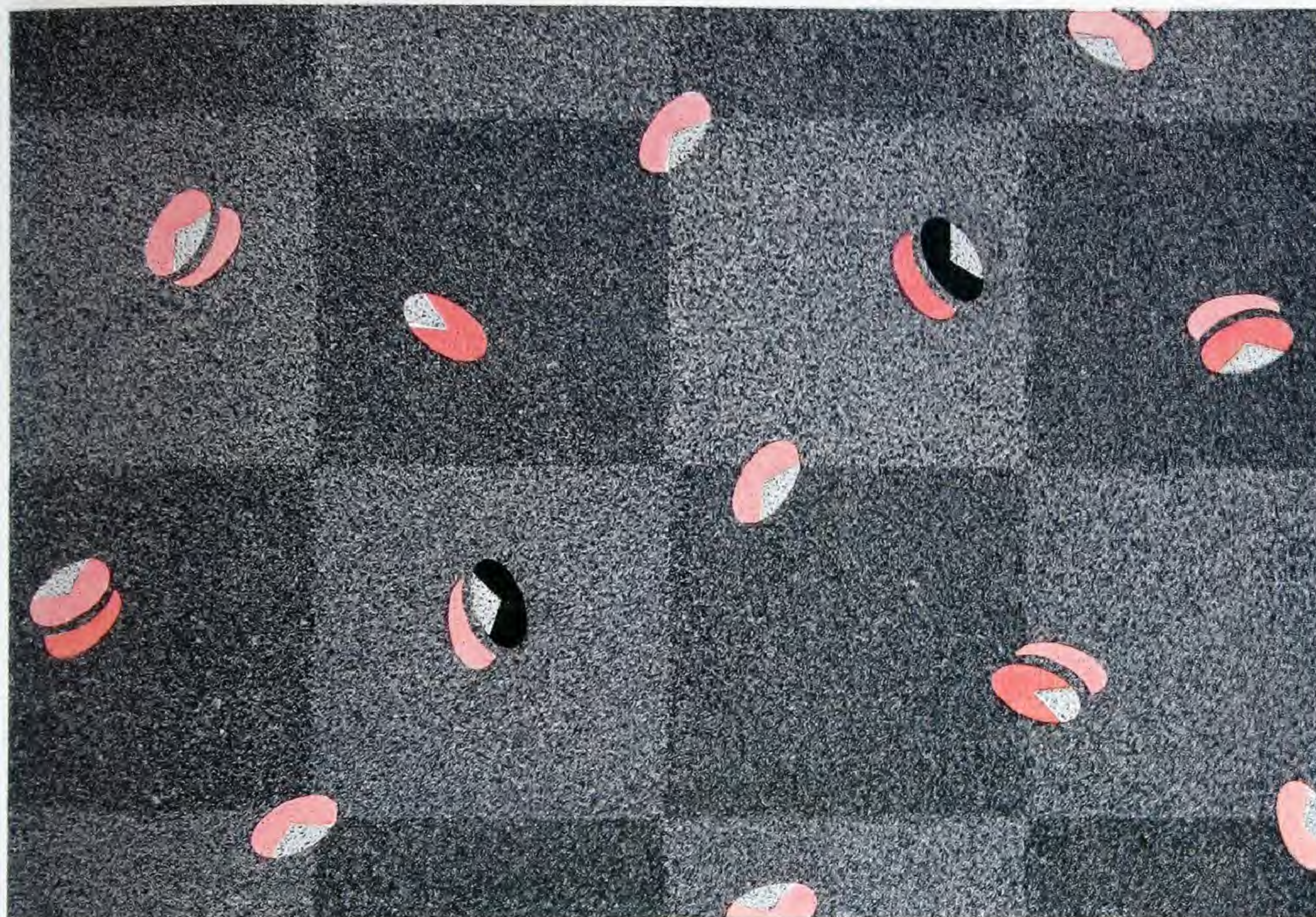
7031

2 yards wide

Canvas Back



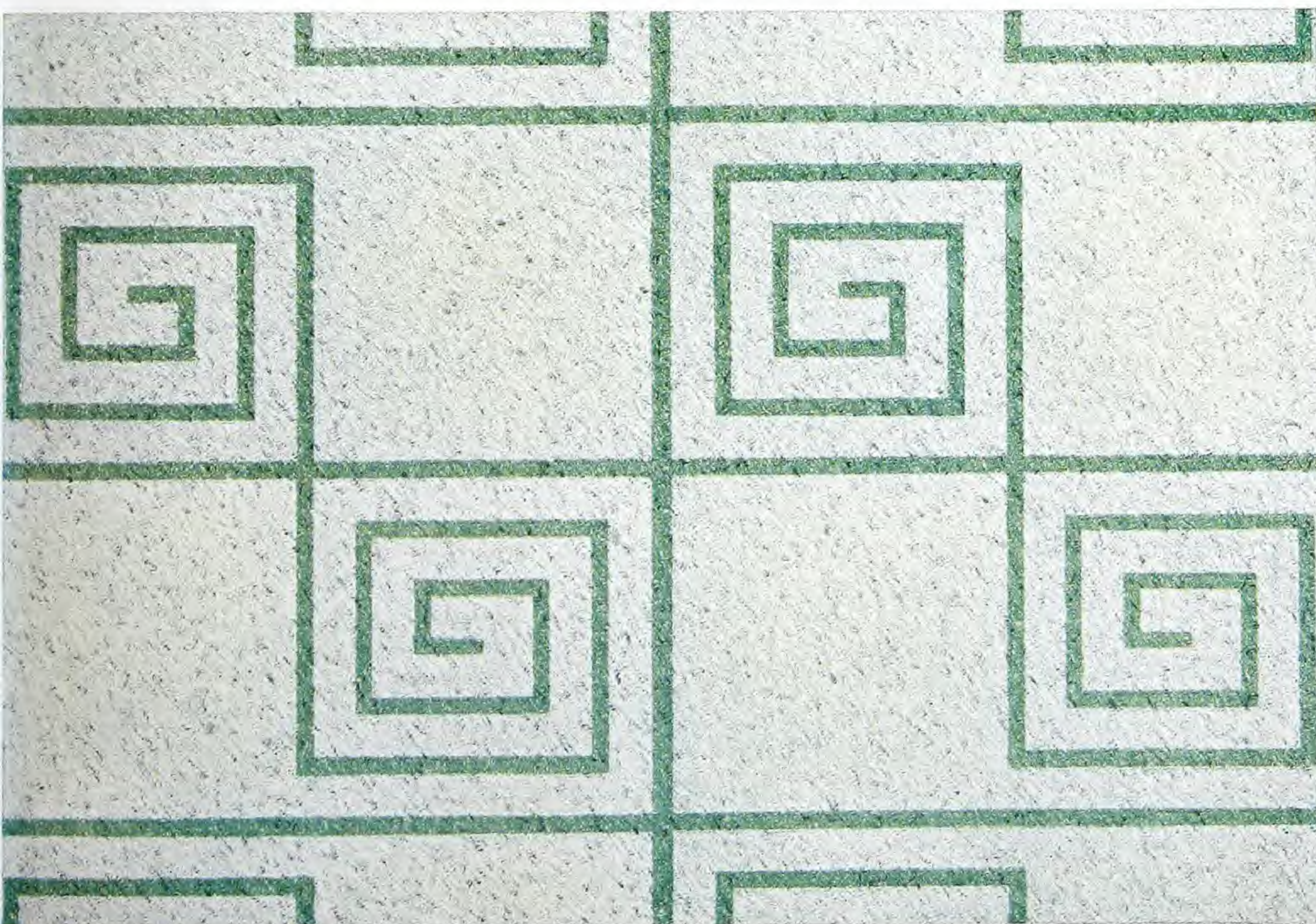
DOMINION INLAID LINOLEUM (MOULDED)



7030

2 yards wide

Canvas Back



7029

2 yards wide

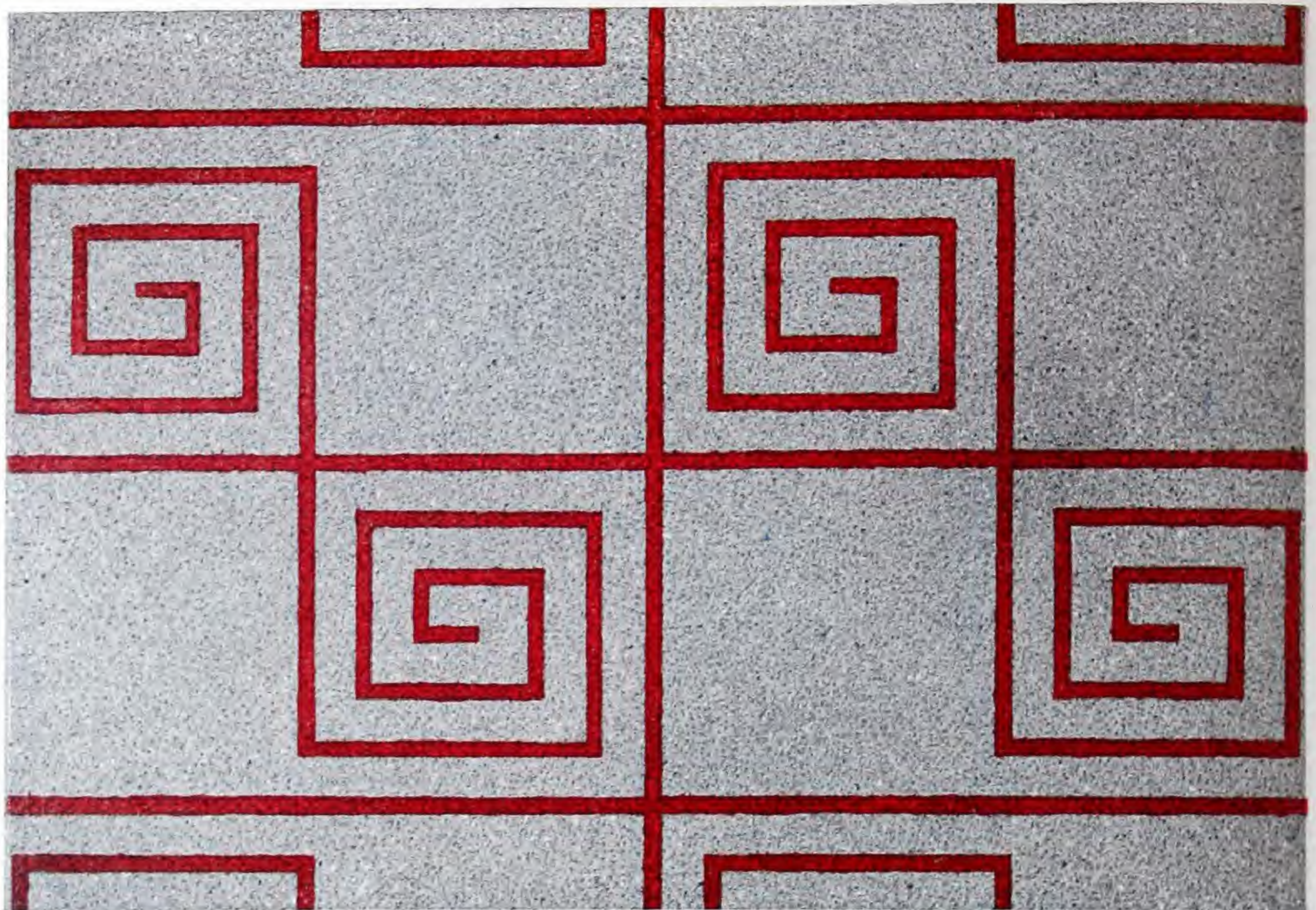
Canvas Back

DOMINION INLAID LINOLEUM (MOULDED)

7028

2 yards wide

Canvas Back



7027

2 yards wide

Canvas Back

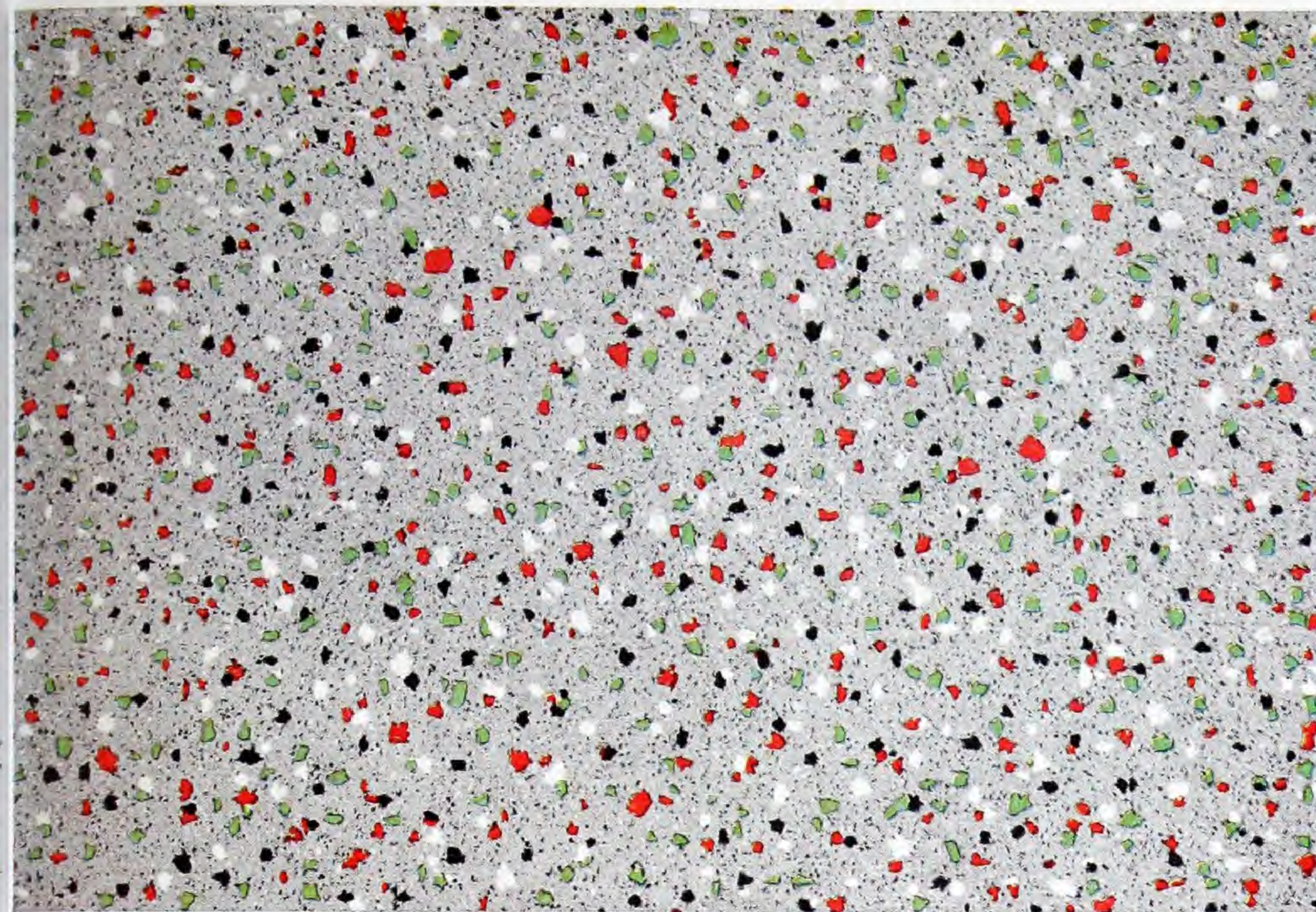


DOMINION INLAID LINOLEUM (MOULDED)

7026

2 yards wide

Canvas Back



7025

2 yards wide

Canvas Back

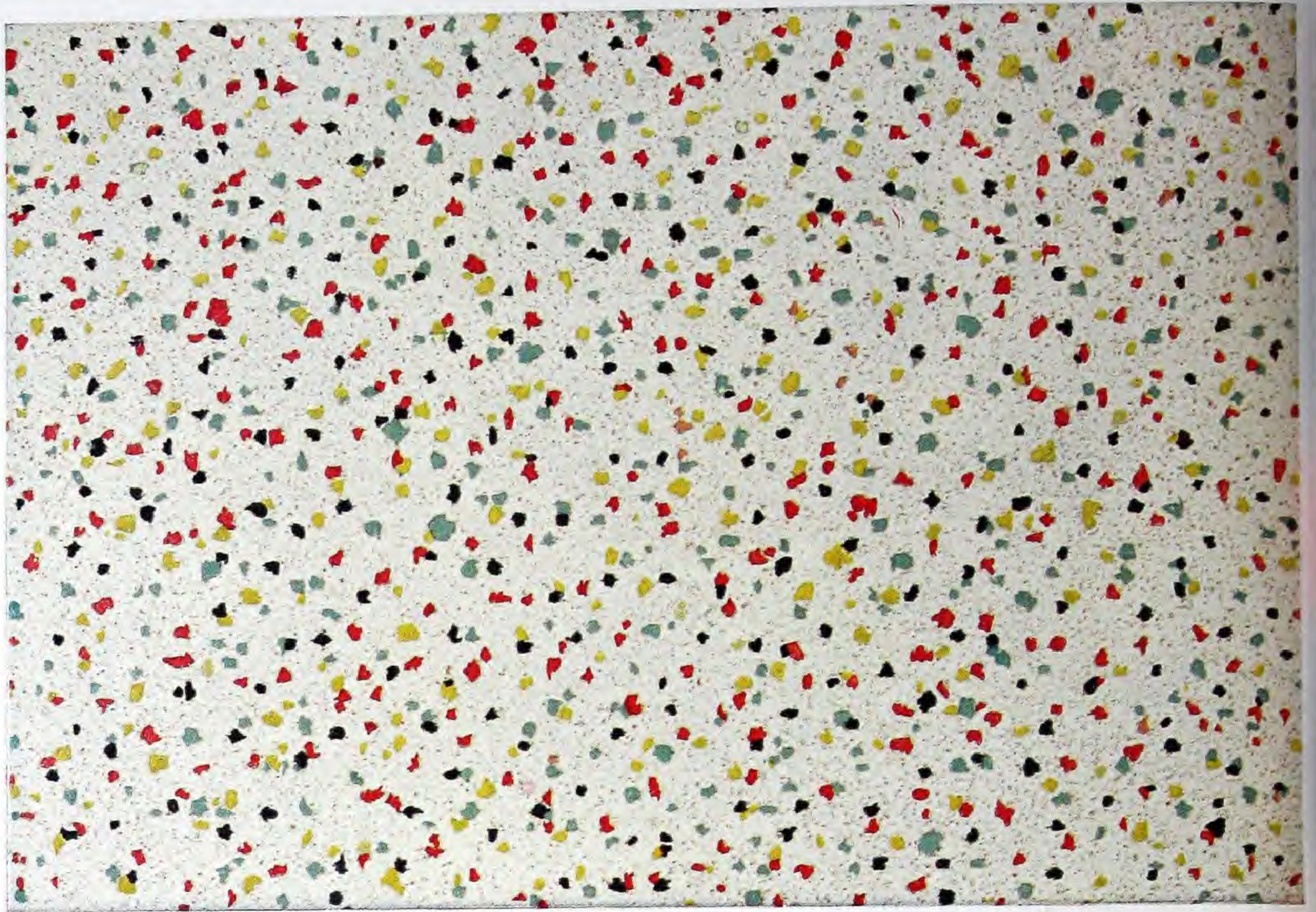


DOMINION INLAID LINOLEUM (MOULDED)

7024

2 yards wide

Canvas Back



7023

2 yards wide

Canvas Back





Patterned inlaid at its smartest!

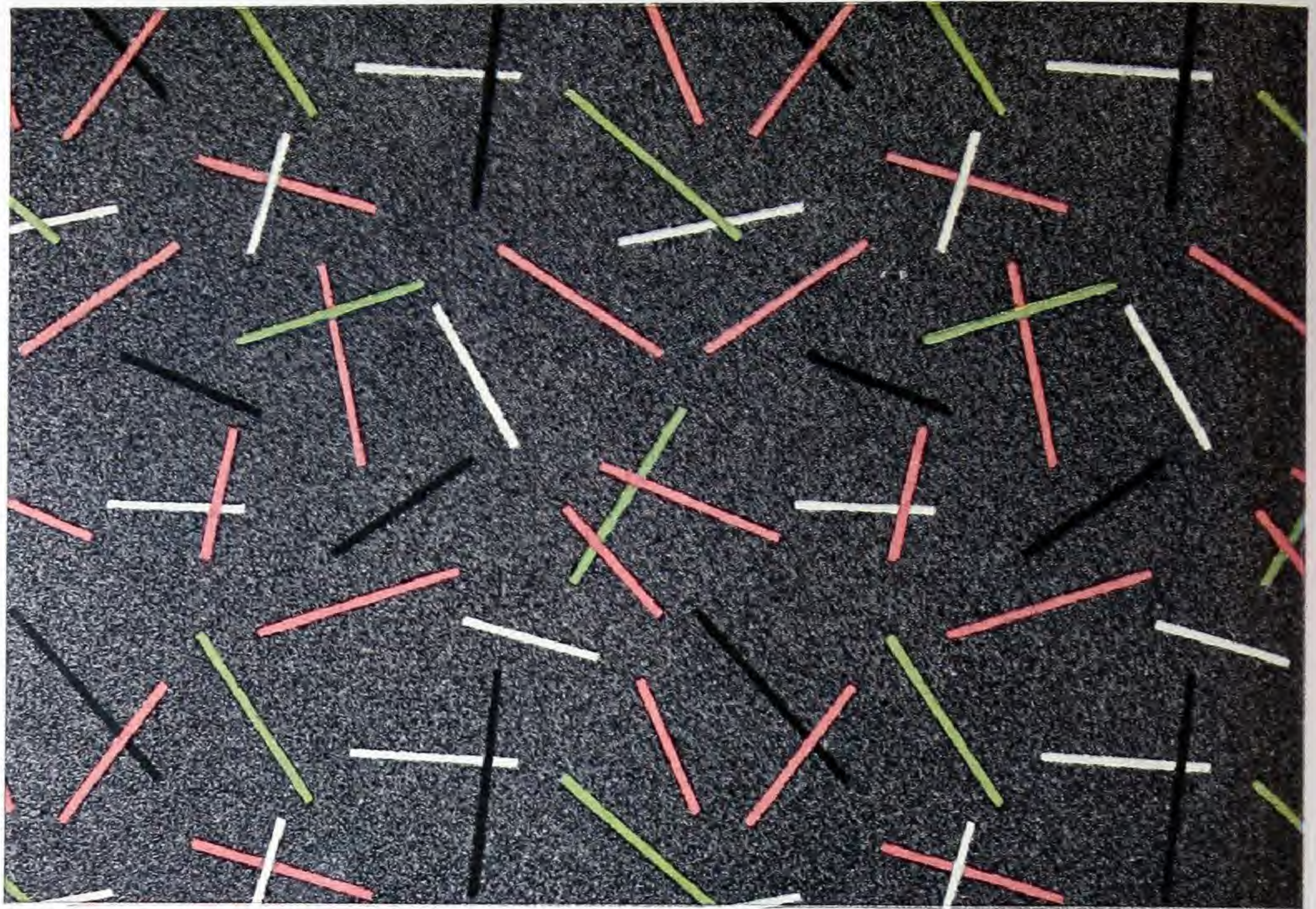
At one time purchased mainly for kitchens, and only by people with sizable budgets, Dominion Moulded Inlaid is now used extensively in the living rooms of country homes — in playrooms, halls and sun-porches. And, it has become an any-budget product. Even those people who formerly used only printed floor coverings for kitchens have found Moulded Inlaid Linoleum a practical buy. An unrestrained range of patterns in everything from the conventional to semi-futuristic.

DOMINION INLAID LINOLEUM (MOULDED)

7022

2 yards wide

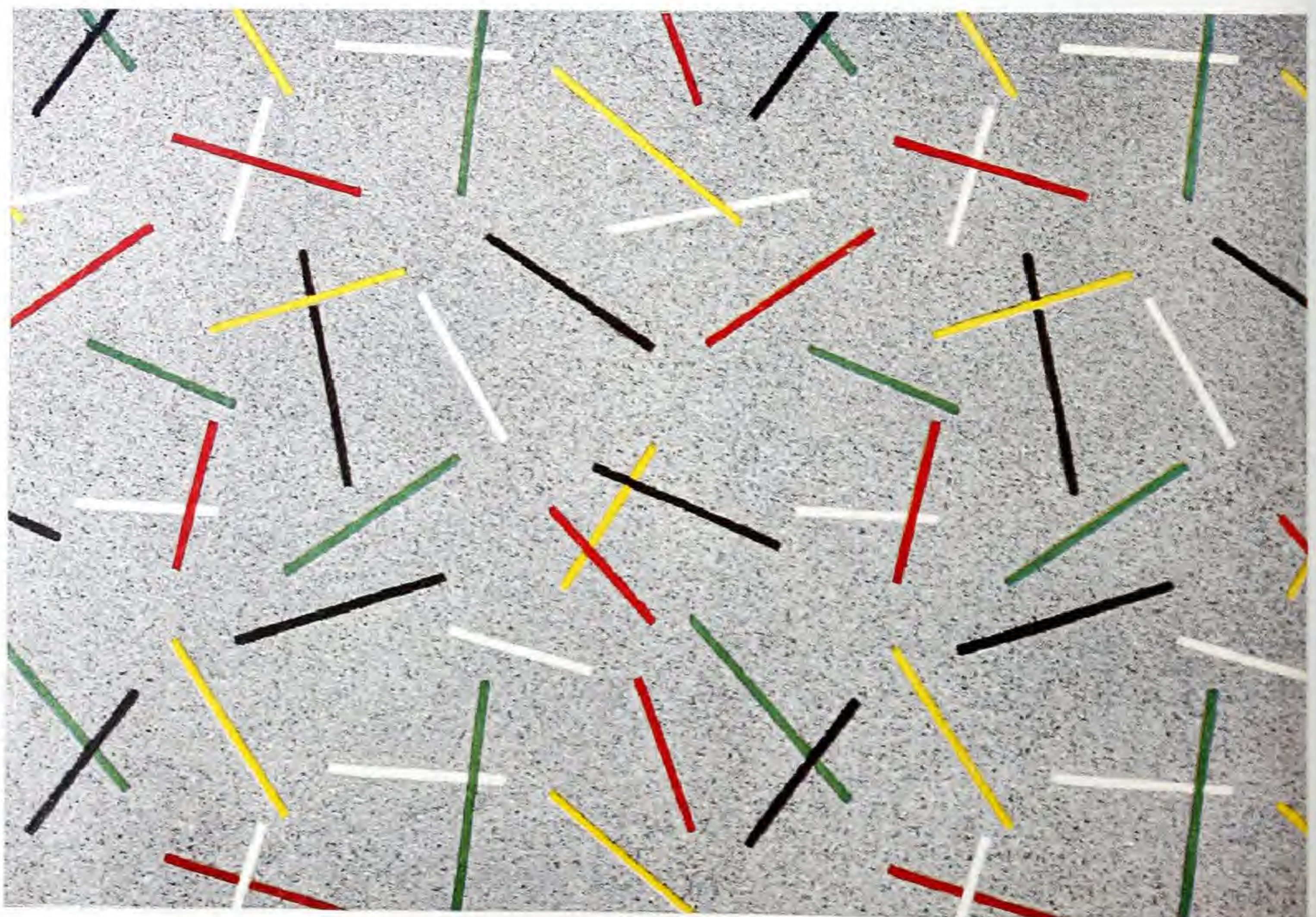
Canvas Back



7021

2 yards wide

Canvas Back



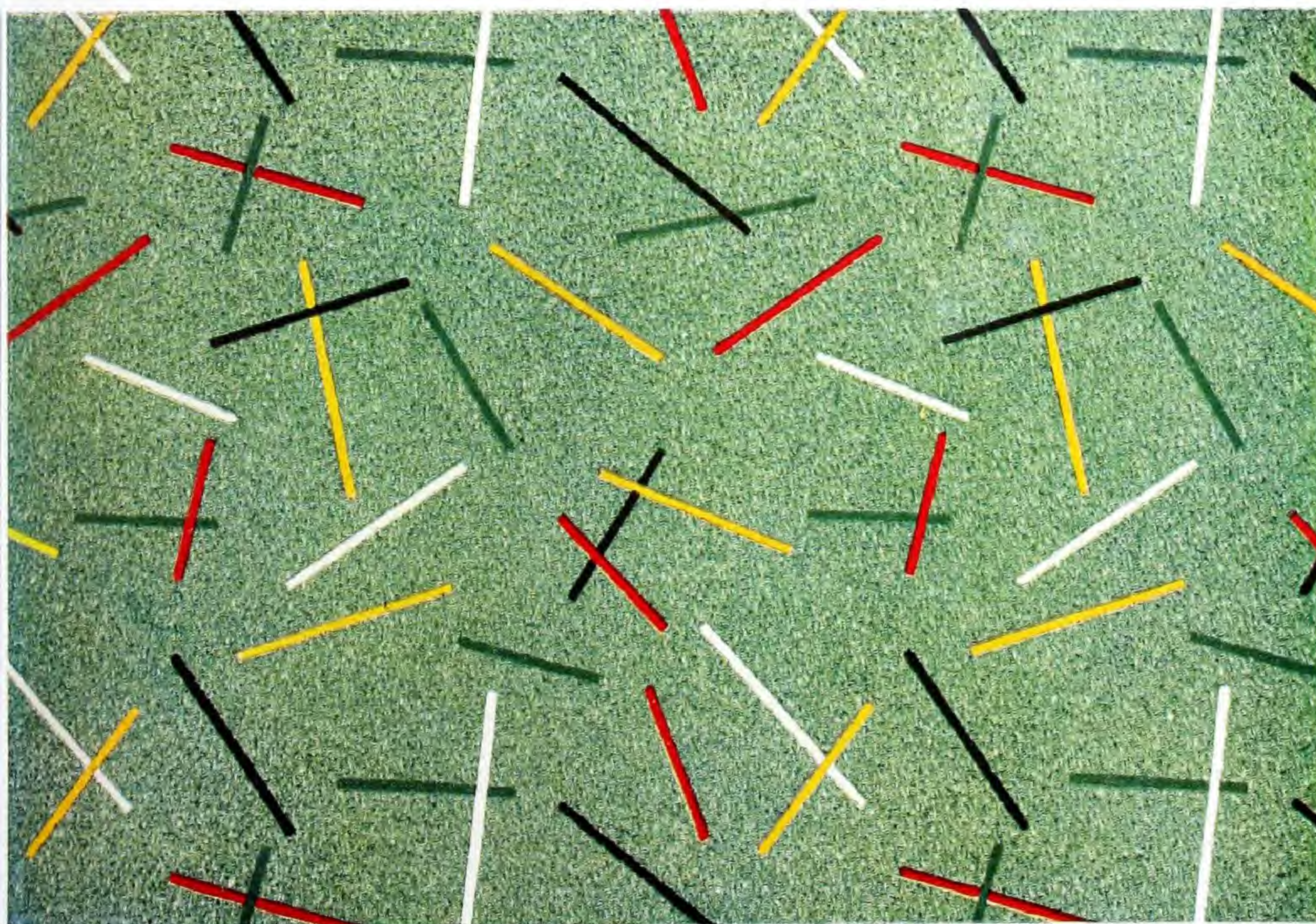
DOMINION INLAID LINOLEUM (MOULDED)



7020

2 yards wide

Canvas Back



7019

2 yards wide

Canvas Back

DOMINION INLAID LINOLEUM (MOULDED)

7018

2 yards wide

Canvas Back



7011

2 yards wide

Canvas Back





Custom Designed

Motifs

Almost any design — any message — can be effectively reproduced in linoleum. This is a good selling approach for the imaginative salesman. But don't worry about thinking up a smart idea yourself — our Custom Design Department will give you preliminary idea sketches without charge.

This dramatic Dominion Plain Linoleum entrance hall is in the modern Melchers Distillery building.



Motifs

To personalize, individualize, dramatize any room,
any building! To make an old floor look like new —
to give a new floor that extra "finished" touch!
Our custom design department will design a motif from
anything you suggest — copy a picture, a sketch,
or even create an original abstract design.
Choose an idea from the custom designed and
standard motifs reproduced on these pages.



3244

Available
24" x 24"
and
36" x 36"



3243



3250

Available
9" x 9"
12" x 12"
18" x 18"
24" x 24"



3246



3247



3248



3229



3249



3231

Available
24" x 24"
and
36" x 36"



3242

Available
9" x 9"
12" x 12"
18" x 18"
24" x 24"



3234



3252



3253



3236



3254



3237



3245



3251

Rumpus-room floor using Marboleum pattern No. M-19 in field, with shuffleboard motif of M-41 and Plain Terra Cotta and checkerboard at left of M-41 and M-89.



Dominion

Linoleum Tile

"Consistently, the best tile-buy on the market"

MARBOLEUM - JASPÉ - HANDICRAFT - PLAIN

Four different thicknesses:

AA gauge — Marboleum, Jaspé and Plain (to special order)
A " — Marboleum, Jaspé and Handicraft (regular stock)
Standard " — Marboleum, Handicraft and Jaspé (regular stock)
Domestic " — Marboleum and Handicraft (regular stock)



The 9'' x 9'' Dominion Linoleum tile is the most popular tile on the market — both for commercial and domestic use. It offers an unrivalled range of colours and pattern-effects as well as the assured resilience and endurance of a time-proven product. With Dominion linoleum there is a different tile thickness for any need or price.

Choose from four different types of linoleum and four gauges (thicknesses).
Order as follows:

FROM REGULAR STOCK:

Felt Back 9'' x 9''			No. tiles per box	Covering area of
A	Gauge		100	56¼ sq. ft.
Standard	Gauge		125	70⅓ sq. ft.
Domestic	Gauge		150	84½ sq. ft.

TO SPECIAL ORDER:

6'' x 6''
Approx. 8½'' x 8½'' (Bias cut) 12'' Diagonal — Jaspé and Handicraft
12'' x 12''
12'' from tip to base (Triangular) Jaspé and Handicraft
18'' x 18''

OTHER SIZES:

Prices on request.



Dominion Linoleum

Tiles

"MARBOLEUM"

JASPÉ

"HANDICRAFT"

BATTLESHIP (PLAIN)



People prefer

Dominion Linoleum tiles and the reasons are both simple and logical. They're easy to install, easy to clean, friendly to the feet, durable and beautiful . . . all this in a moderate price range. Colour range is the widest of any resilient flooring. You may purchase Dominion Linoleum Tiles from regular stock in 9" x 9" size and to special order from an extensive variety of sizes and shapes, most popular of which are: 6" x 6", 12" x 12", 18" x 18" and 8½" x 8½" (bias-cut).

This pleasing bathroom floor shows how 9" x 9" Jaspé tiles, used two together, give the effect of long, narrow, oblong tiles.

DOMINION LINOLEUM TILES

Marboleum



M-20

A only



M-19

A, Standard, Domestic



M-18

A, Domestic



M-17

A, Domestic



M-16

A only



M-15

A, Domestic



M-14

A only



M-13

A, Standard, Domestic



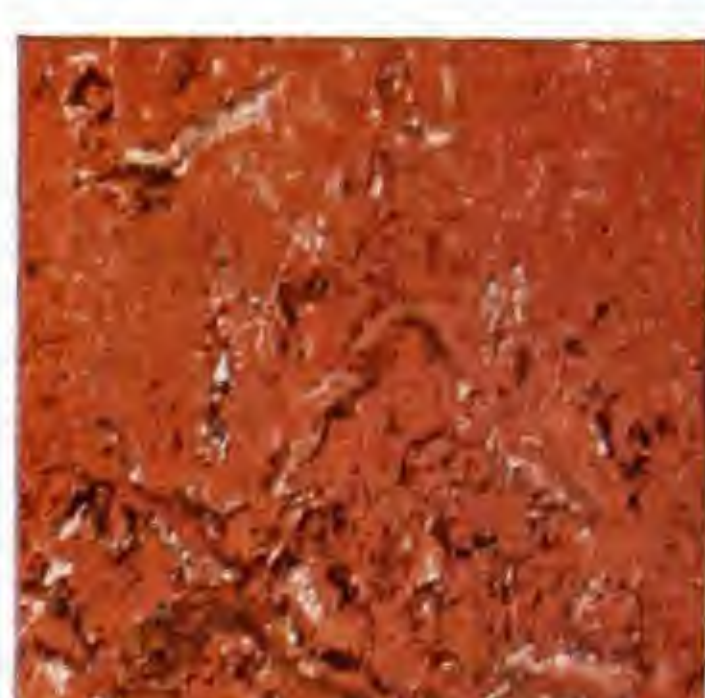
M-11

A only



M-99

A, Domestic



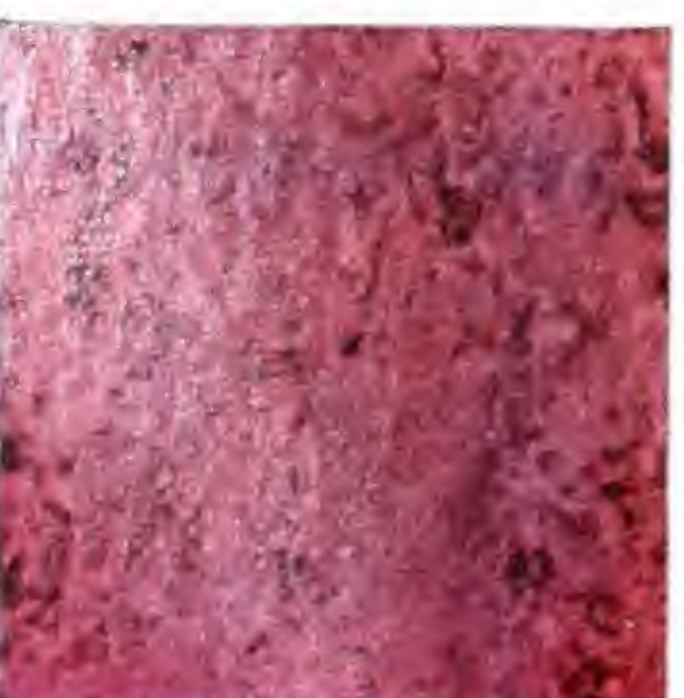
M-97

A only



M-96

A only



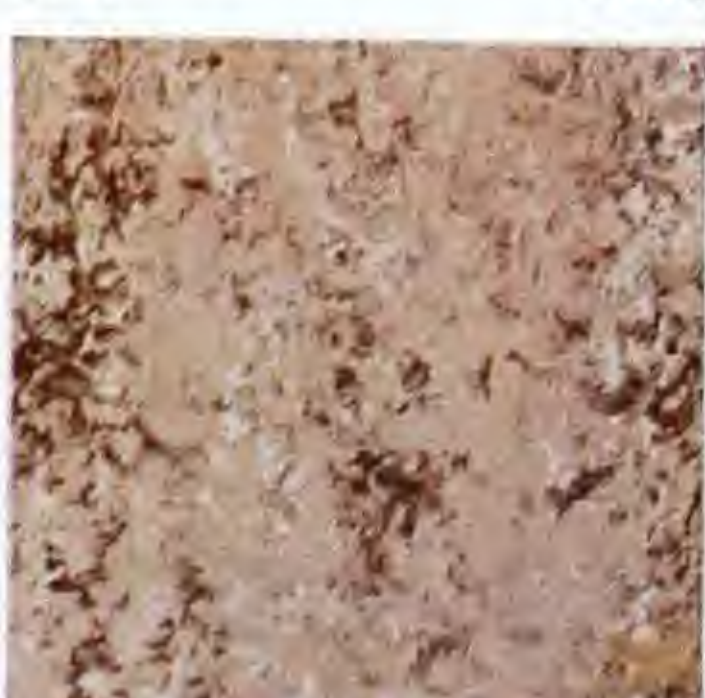
M-93

A only



M-92

A, Standard, Domestic



M-91

A only

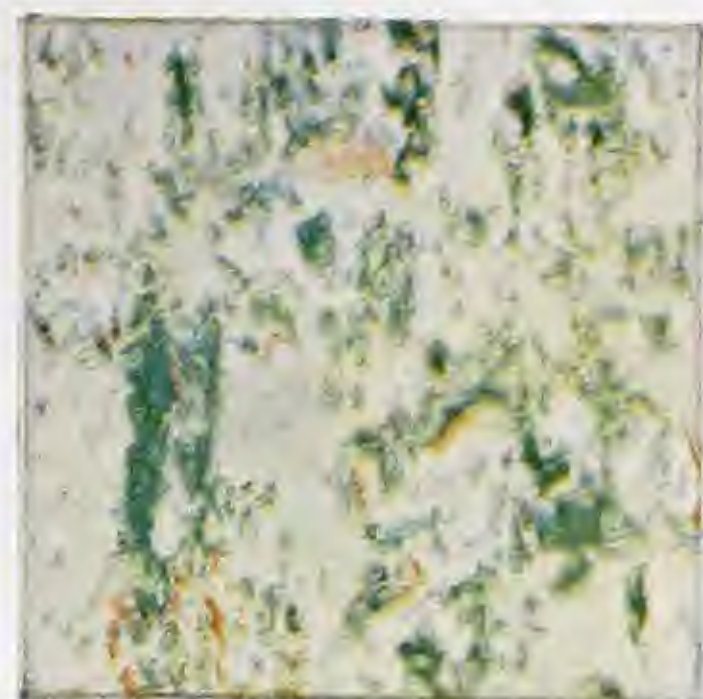


M-89

A only



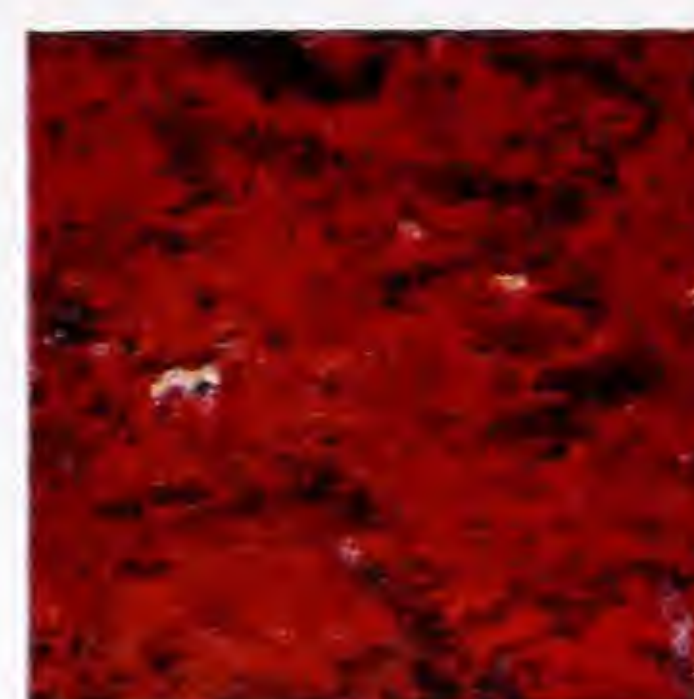
M-88 A, Standard, Domestic



M-87 A, Domestic



M-85 A, Standard, Domestic



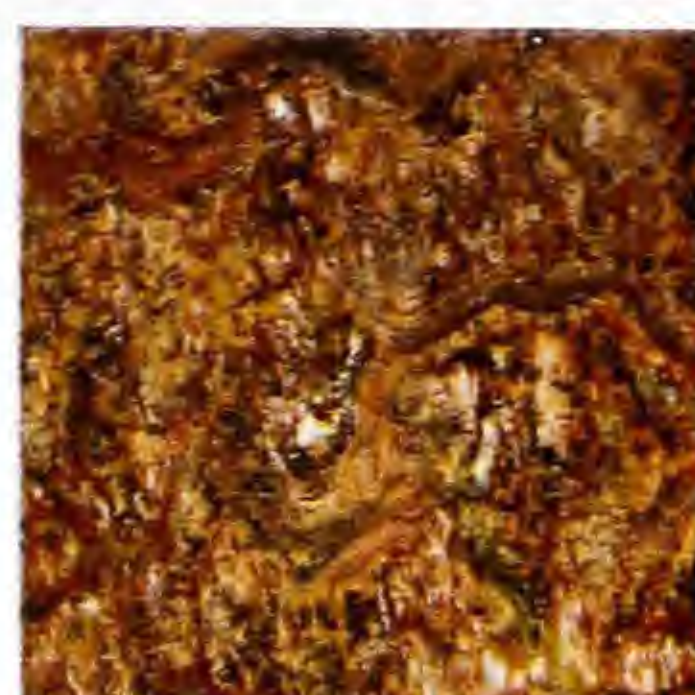
M-81 A, Standard, Domestic



M-80 A, Standard, Domestic



M-76 A, Domestic



M-60 A only



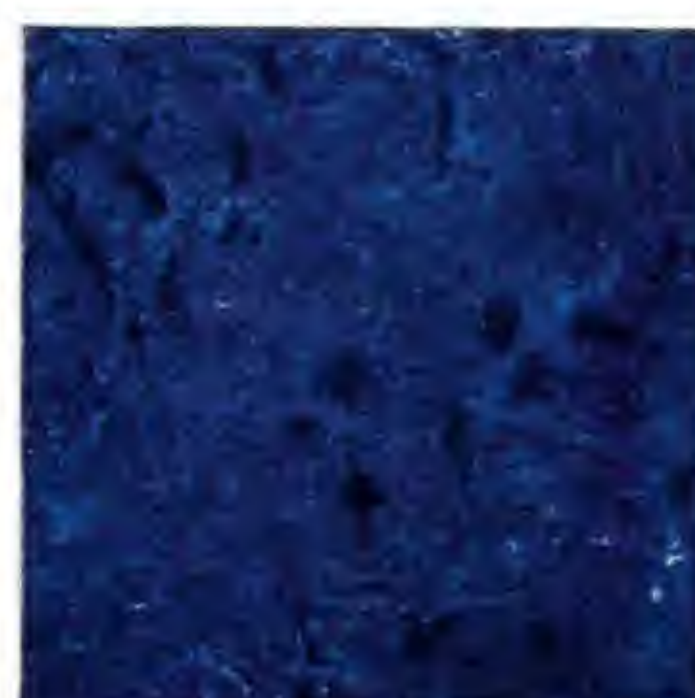
M-54 A, Domestic



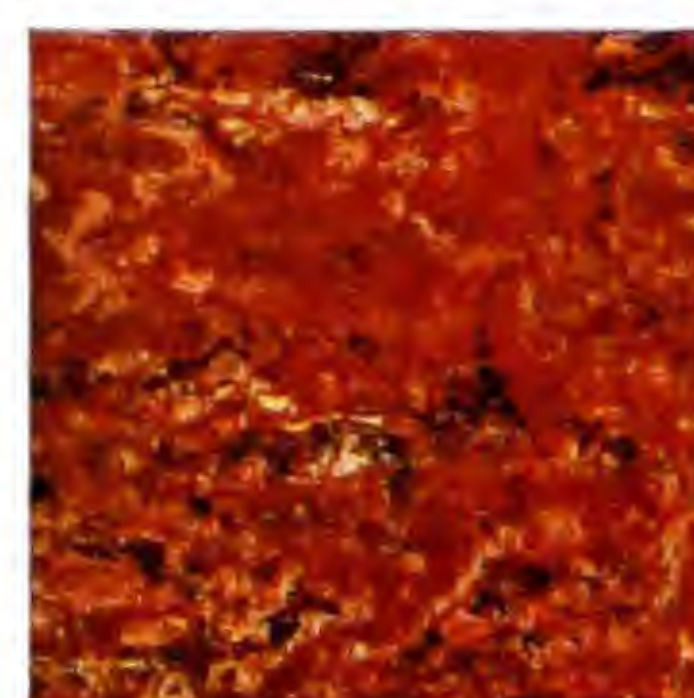
M-53 A, Domestic



M-49 A only



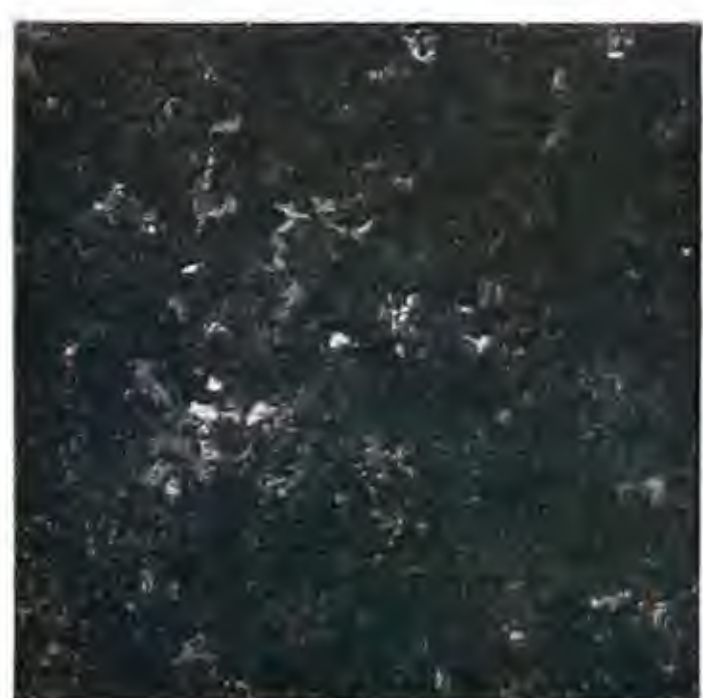
M-48 A only



M-43 A only



M-41 A only



M-39 A, Standard, Domestic



Marbleum, best seller in sheet goods for many years, offers even greater decorative advantages in convenient tile form. This is the widest colour range of any tile made. There are tones and variations of tones that will combine with any interior decorator's plan, regardless of how complicated or subtle.

Marbleum tile floors have been installed in many smart Canadian homes as well as palatial business and public buildings.

DOMINION LINOLEUM TILES



Jaspé

(Canvas Back)

The quietly beautiful colours and subtle tones of Dominion Jaspé Linoleum Tiles are particularly suited to the living areas of the modern house. Its smooth easy-to-maintain surface is also popular for commercial and public installations.



J-740

A only



J-739

A only



J-738

A, Standard



J-737

A, Standard



J-736

A, Standard



J-735

A, Standard



J-726

A, Standard



J-725

A only



J-724

A only



J-723

A, Standard



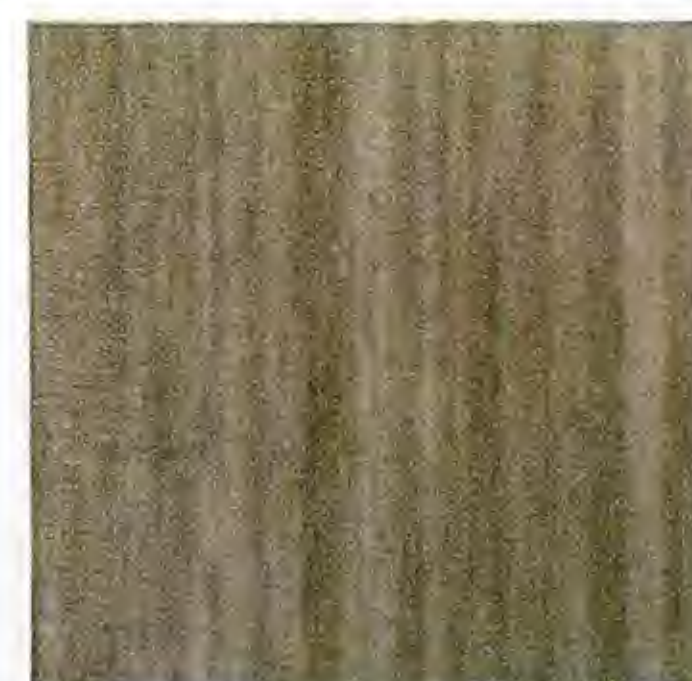
J-721

A only



J-720

A, Standard



J-712

A, Standard



J-708

A, Standard



J-701

A only

DOMINION LINOLEUM TILES

Handicraft

(Felt Back)



H-776 A, Standard, Domestic



H-775 A, Standard, Domestic



H-774 A only



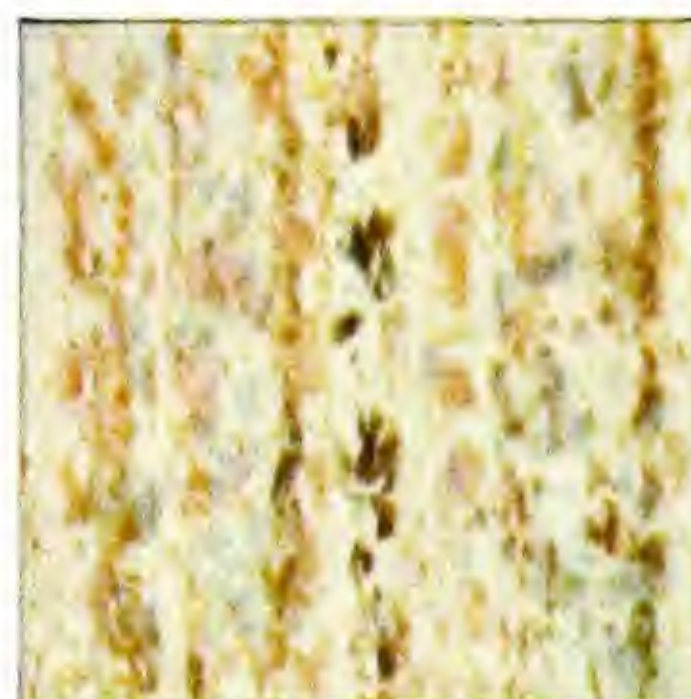
H-773 A, Standard, Domestic



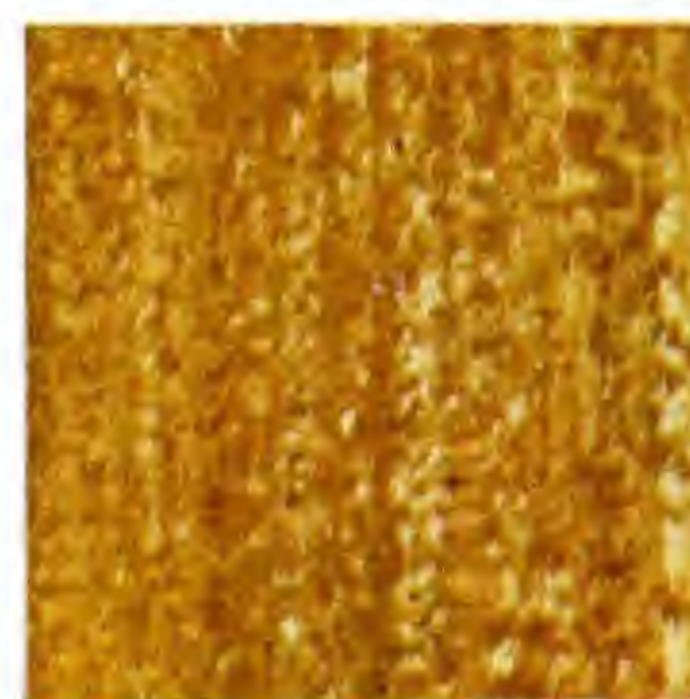
H-772 A, Standard, Domestic



H-771 A only



H-770 A, Standard, Domestic



H-769 A only



H-768 A only



H-762 A, Standard, Domestic



This tile's unusual colour effect — like woven carpeting — is exclusive to Dominion Linoleum. No competitive flooring can match its pattern. Especially suitable for the country homes, sun-rooms or rumpus-rooms, Handicraft tiles are also popular for any area in the smart city home. The range of colours has been extended to include shades which mix or match perfectly with the newer living-room furniture upholstery and drapes. Handicraft is at home with any setting . . . whatever the decor planned, it dramatizes and intensifies the desired effect.

Dominion Linoleum

Tile

Suggestions

Popularity of linoleum tiles has rocketed in the past two years and the trend shows every indication that it will continue. Both for domestic and commercial use, there is no better flooring buy. This is inlaid linoleum in convenient cut tile form — easy to install — convenient and inexpensive to decorate with. There are four classifications to choose from — Dominion Jaspé, Handicraft, Marboleum and Plain. As shown in these illustrations, there are endless numbers of design possibilities, simply in the placement of contrasting or harmonizing tiles. Your choice in several thicknesses, canvas or felt backed.



A Dominion Handicraft Linoleum tile floor, Pattern No. H-776, in smart picture-window living room. Contrasting centre treatment is easily done with a strip of Dominion Plain Red Linoleum by the yard and Ivory tiles.



Tile Arrangement A-17

Colours used,
Jaspé Linoleum
J-737, J-724, J-721



Tile Arrangement A-18

Colours used. "Handicraft" Linoleum and Marboleum
H-770, H-769, M-41



Tile Arrangement A-19

Colours used, Jaspé Linoleum and
Marboleum J-737, M-88



Tile Arrangement A-20

Colours used, Marboleum M-99, M-97
M-88, M-39, M-19



"Personalized" several-colour floors
are more interesting — more salable! Sell
individualized floor design by stocking and
showing several colours in Dominion Linoleum tiles. For ideas,
use the tile arrangements shown on these pages.

A Dominion Jaspé Linoleum tile floor in one of Bell Telephone
Co.'s modern lounges. Pattern Nos. J-737, J-708 and J-721.



Random tile floor in Hartney's Department Store, Montreal,
P.Q. — a multicolour arrangement of Marboleum tiles.



DOMINION LINOLEUM RANDOM

Tile SUGGESTIONS

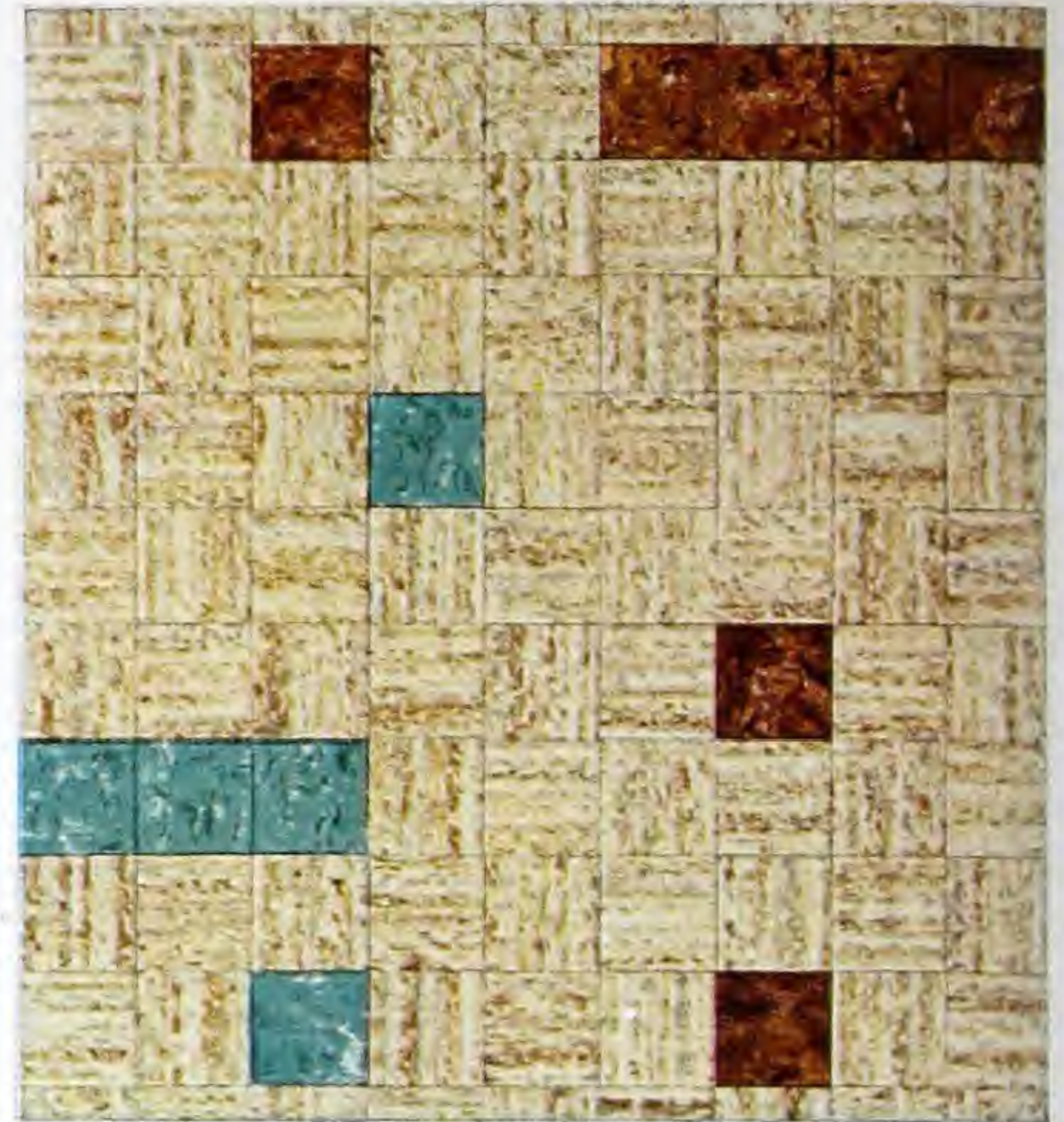
With random tile designs you can have originality without the additional expense of custom-made motifs. For modern simplicity we suggest the top two arrangements or any variations of them. All you need is a few extra contrasting tiles and an "exclusive" design may be dropped into any tile floor. A wonderful idea when replacing damaged tiles.

The "mad" arrangement at the bottom is a particularly practical one because it requires little or no planning to achieve an attractive effect. Any colours and all colours will do — just make sure that all the tiles are of the same thickness. This tile arrangement is the solution to tile-box "leftover" wastage. Sell extra tiles for "random" floors.



Tile Arrangement A-21

Colours used, Jaspé Linoleum J-737, J-735, J-724, J-721



Tile Arrangement A-22

Colours used, "Handicraft" Linoleum and Marboleum H-770, M-99, M-60



Tile Arrangement A-23

Multi-Colour effect using as many colours as you want.

DOMINION WALL COVERINGS

DOMESTIC-GAUGE LINOLEUM WALL TILES

because of their easy handling and smooth, grease-resistant, easy-to-clean surface, make the ideal wall covering. They are inexpensive. Not only is the original expense moderate but the elimination of necessity for costly refinishing will save additional dollars over the years. 20 beautiful inlaid colourings in Handicraft and Marboleum to choose from, in convenient tile squares.

PLASTIC WALL COVERING (AND COUNTER TOPPING)

Acid-resistant, heat-resistant and alkali proof. Smart pattern and colour effects blend beautifully with other kitchen and bathroom finishes. A thin, flexible material that makes smooth work of installation — use it on any wall or counter surface. Available in 27" and 54" widths.

SANITILE (oilcloth for the wall)

is an attractive economy-range wall covering that looks far more expensive than its price shows. Liquid-proof and smudge-resistant; in modern patterns and colours. Easy to apply and inexpensive to replace or re-cover. Available 45" wide in 12-yard rolls.



One of the bedrooms in the beautiful nurses' residence at the new Montreal General Hospital which used 10,000 square feet of Dominion Handicraft Linoleum tiles for walls. This Handicraft pattern No. H-773.



Rexolite

Printed plastic floor covering

A minimum of waxing and polishing for this mirror-bright floor covering! Its plastic sturdiness goes past the surface right into the exclusive-formula plastic composition. Rexolite is stain-proof and resists spilt ink, greases, javel water, soaps, caustic cleaners and even mild acids. The diversified variety of attractive new patterns and colourings shown on these pages makes it suitable for any taste, any budget. Sell practical, colourful Rexolite for "fresh-as-paint" kitchens, sparkling dens and children's rooms, gay living and bedrooms.

5537

2 yards wide

Felt Back



R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING



5536

2 yards wide

Felt Back



5535

2 yards wide

Felt Back

R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING



5534 2 yards wide
Felt Back



5533 2 yards wide
Felt Back

5532

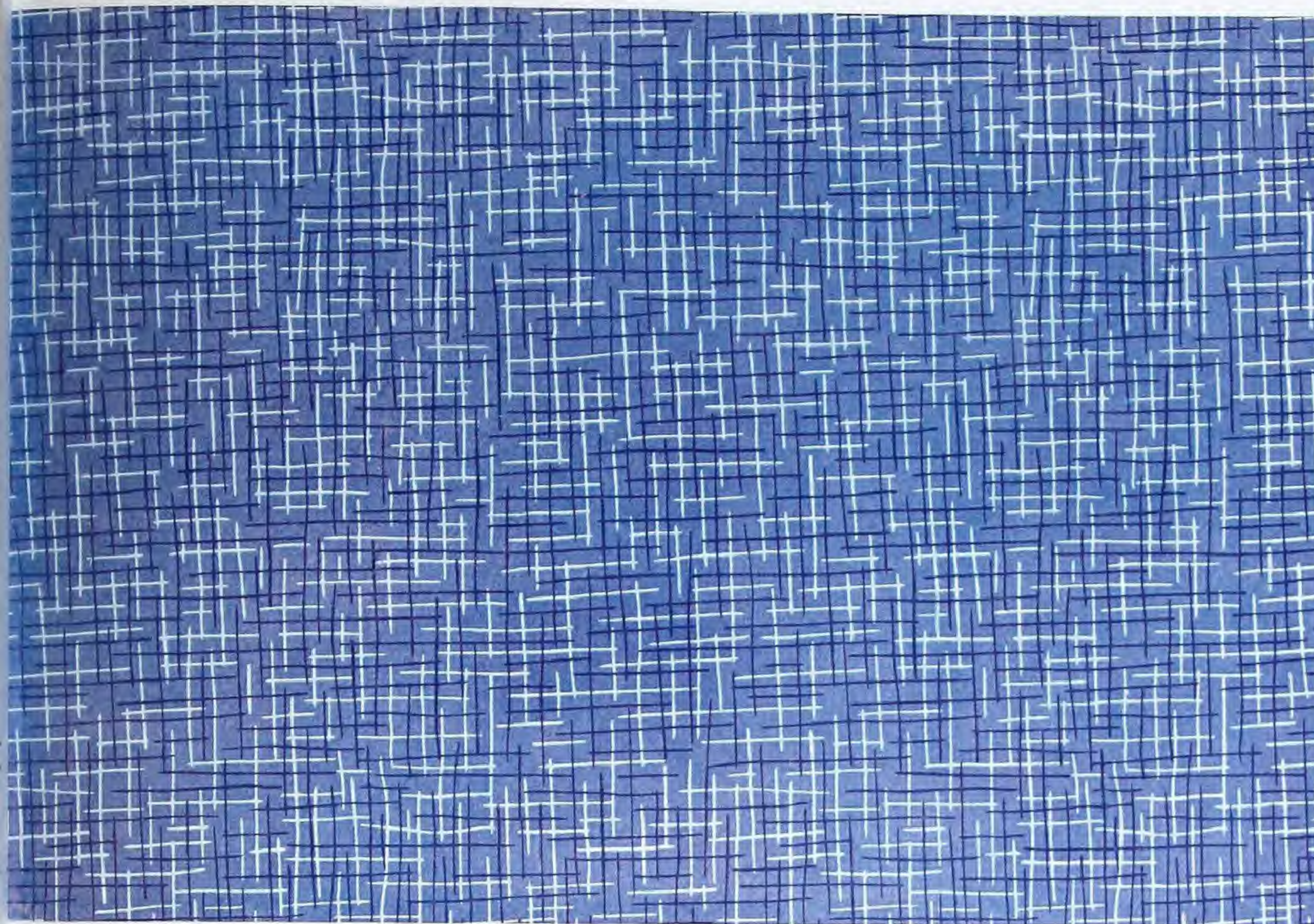
2 yards wide

Felt Back

Page 85
Counter Topping
to match
CT-62



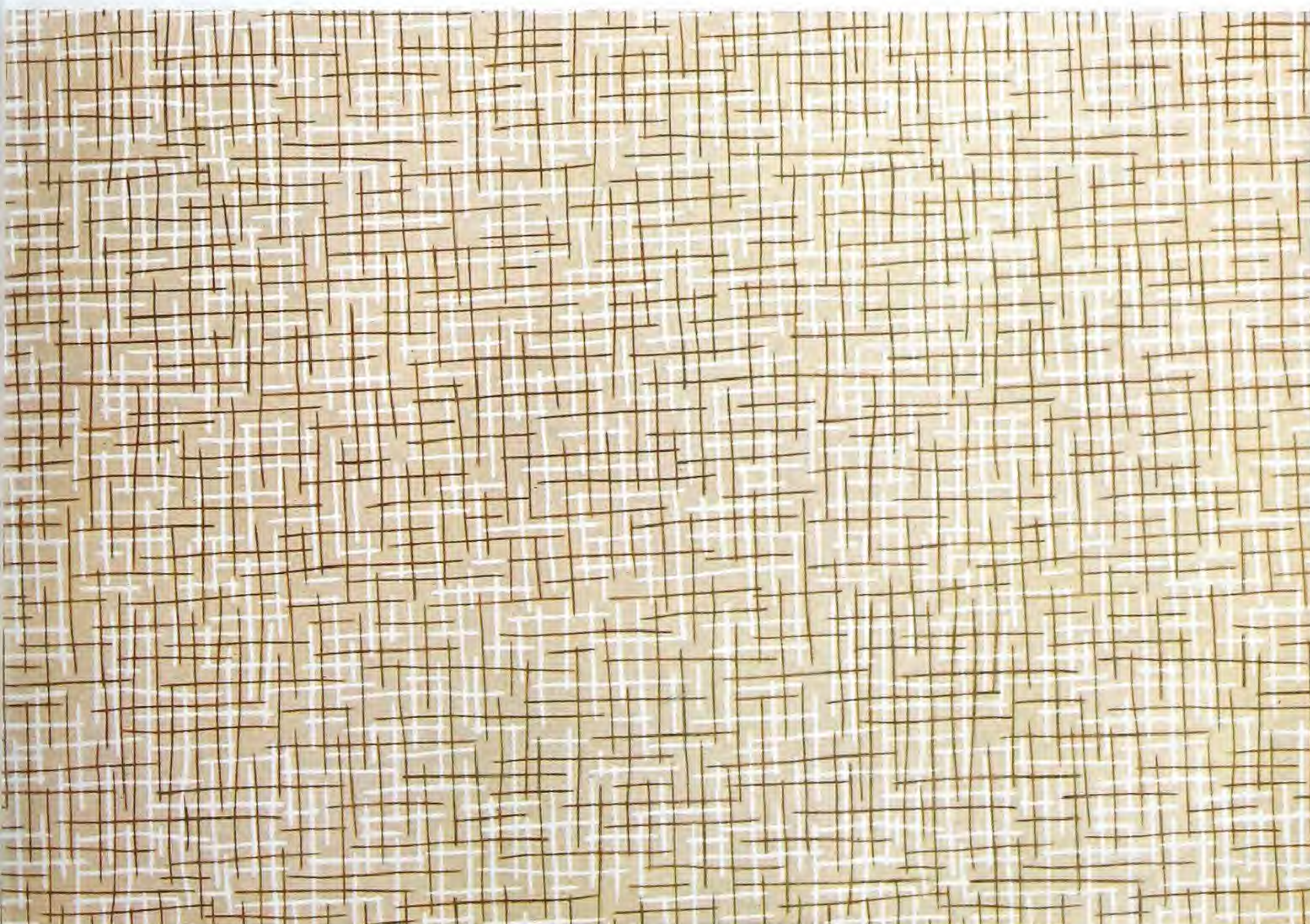
R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING



5531

2 yards wide

Felt Back



5530

2 yards wide

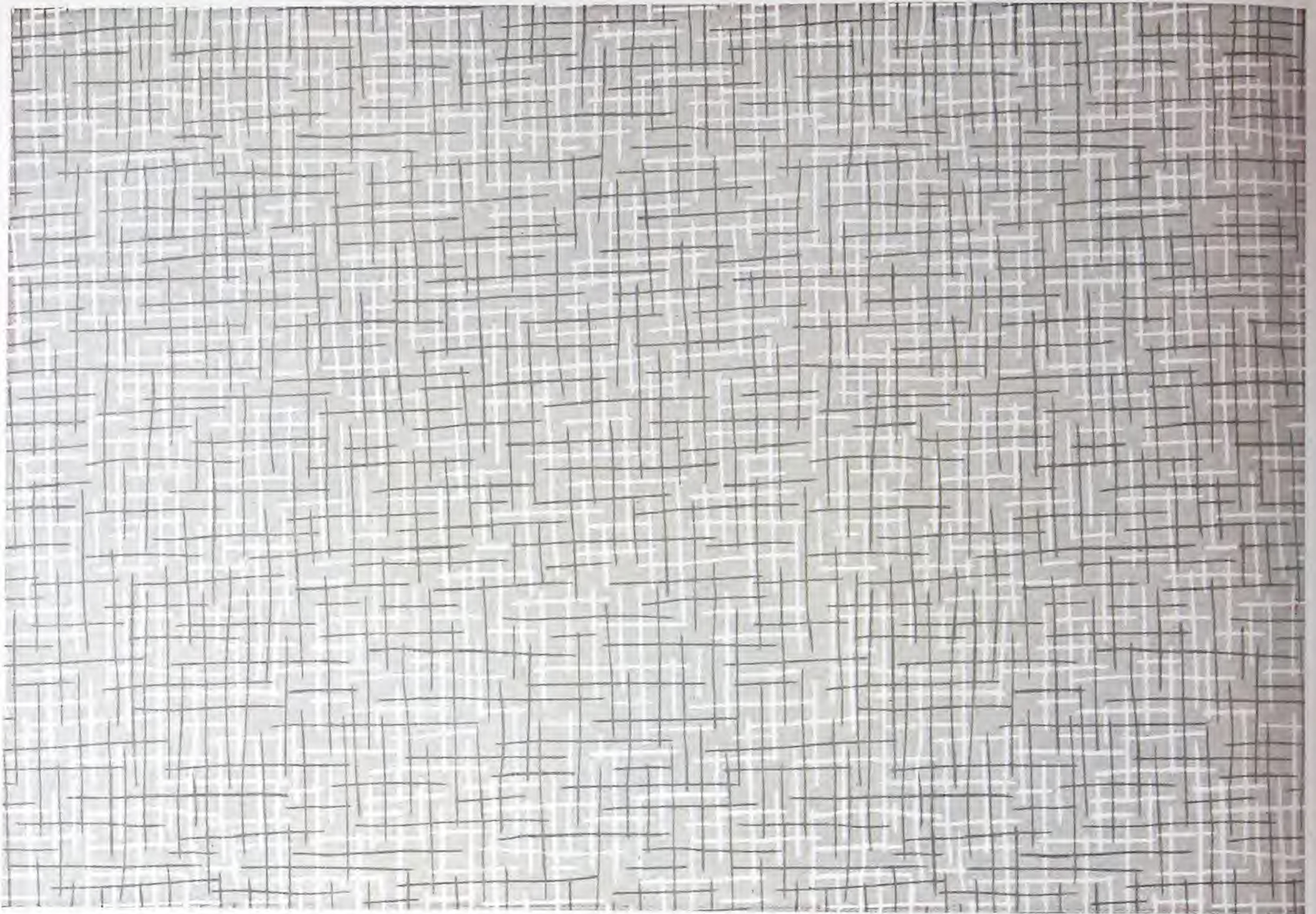
Felt Back

REXOLITE
PRINTED VINYL PLASTIC FLOOR COVERING

5529

2 yards wide

Felt Back



5528

2 yards wide

Felt Back

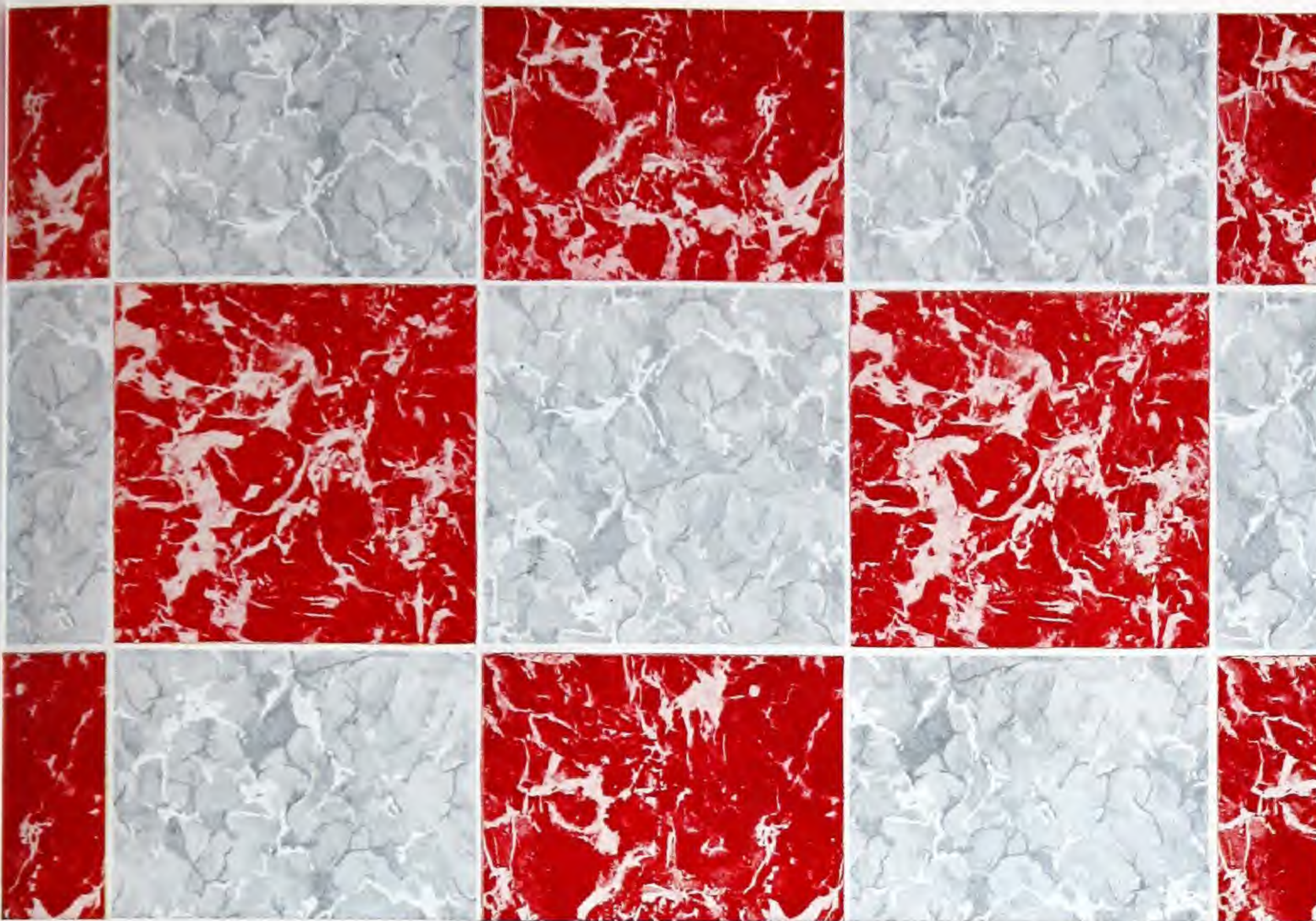


REXOLITE
PRINTED VINYL PLASTIC FLOOR COVERING

5527

2 yards wide

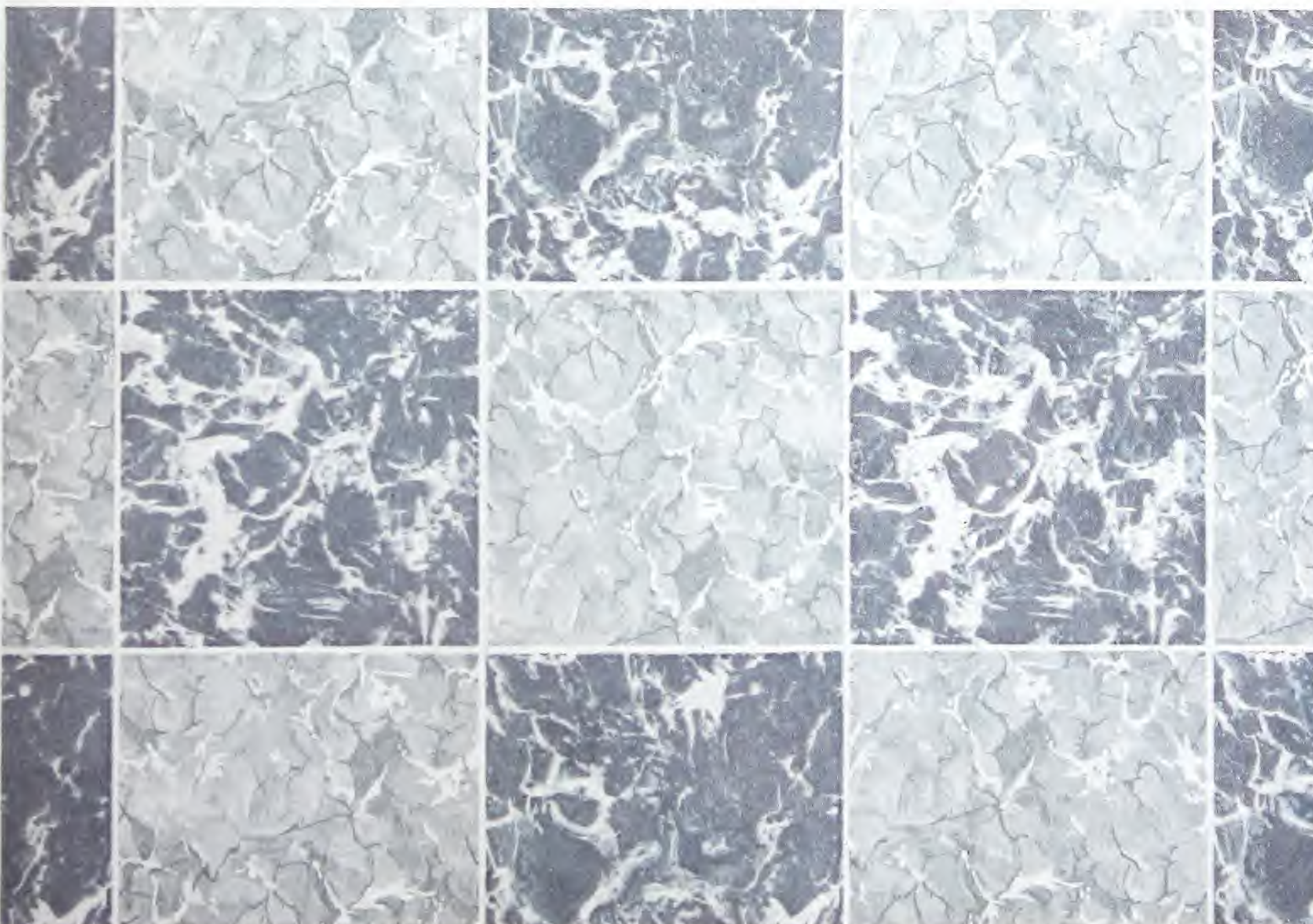
Felt Back



5526

2 yards wide

Felt Back

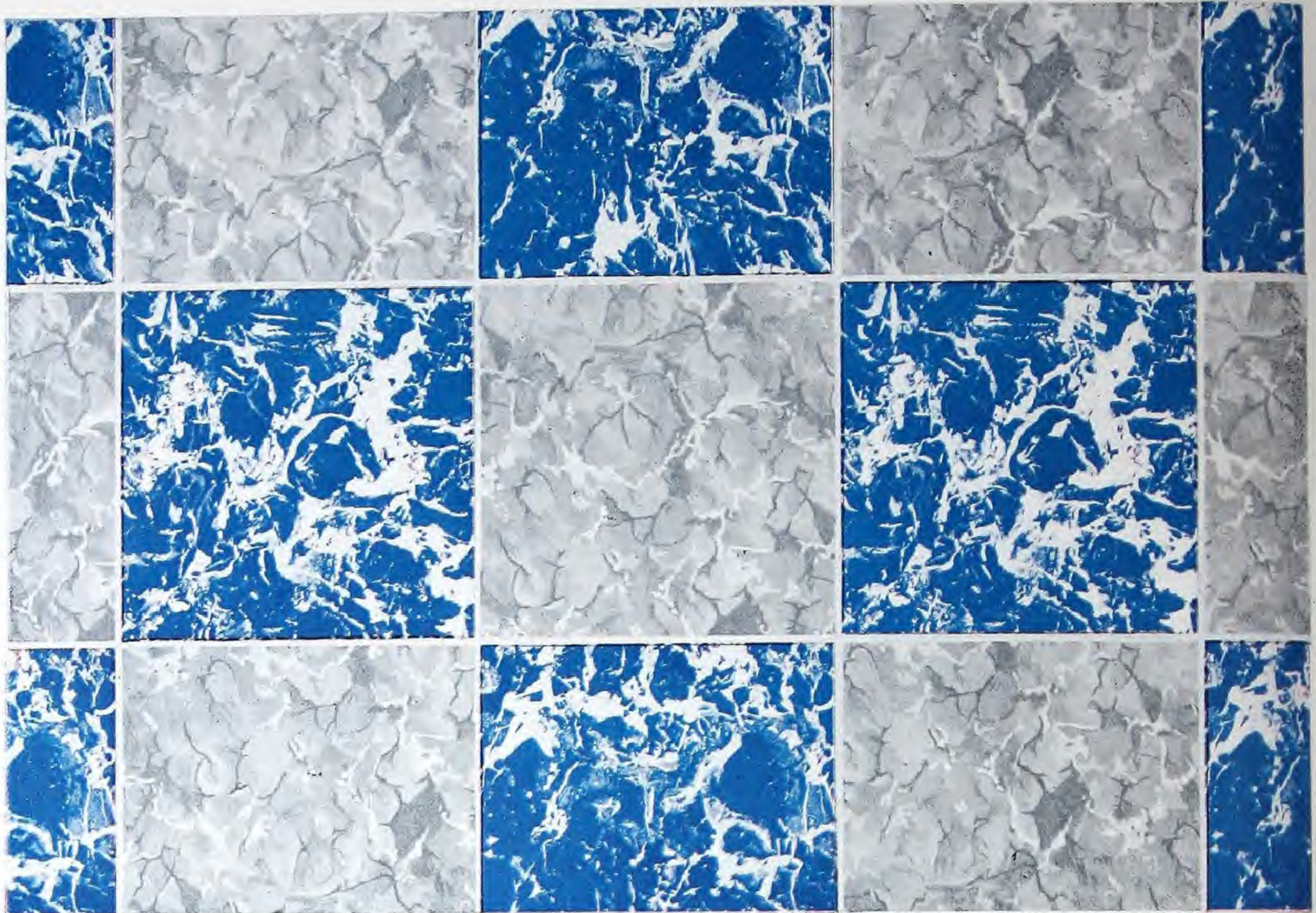


R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING

5525

2 yards wide

Felt Back



5514

2 yards wide

Felt Back



R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING



5513

2 yards wide

Felt Back



5510

2 yards wide

Felt Back

R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING

5509

2 yards wide

Felt Back



5508

2 yards wide

Felt Back



R E X O L I T E
PRINTED VINYL PLASTIC FLOOR COVERING



5504

2 yards wide

Felt Back



5502

2 yards wide

Felt Back

Plastic Counter Topping

(and wall covering)

Smart, low-priced and durable, easy to install for both professional and "amateur", this is the practical covering material for counters and walls in kitchens, bathrooms, children's rooms, etc.

Counters covered with Dominion plastic counter topping resist hot water, grease, oils, fats and household acids such as vinegar, fruit juices, etc.

Splash boards clean with a wipe because splash stains cannot sink through surfaces covered with this practical material. And it's attractive.

Walls which take rough treatment from baby's sticky fingers, kitchen grease, etc., wipe off clean in a jiffy.

Try this material for ceilings or any hard-to-get-at places which are normally difficult to clean.

TIPS

Anyone can install Dominion Plastic counter topping — scissors and ordinary wall paste or Linogrip adhesive are all you need.

Be careful to instruct against using knives or other instruments on it. Guard it from hot irons or other excessively hot objects.



PLASTIC COUNTER TOPPING

(AND WALL COVERING)

Available 27" and 54" wide



CT-63



CT-62

Page 76, Rexolite
to match 5532



CT-61

Page 78, Rexolite
to match 5529



CT-60



CT-59



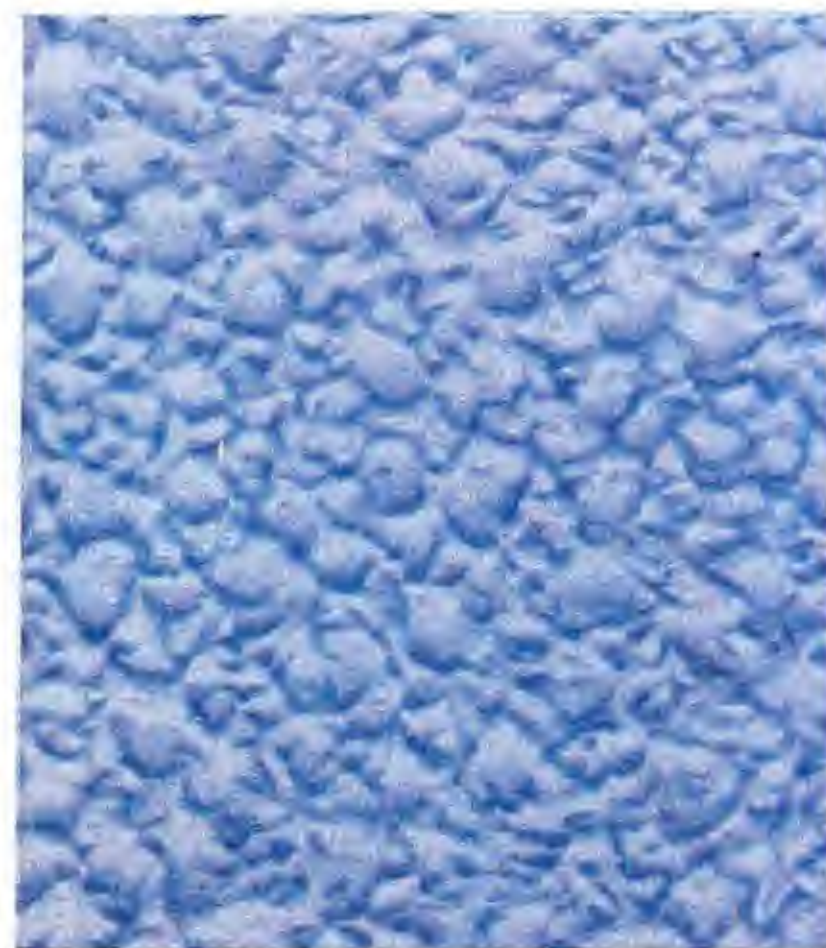
CT-58



CT-57



CT-56



CT-55

See page 73 for further details re Wall coverings



Rexoleum

by the yard



De Luxe Quality

This is printed felt base with the "luxury" look.

Its scuff-resistant, satiny surface consists of layers of special formula enamel applied and baked to meticulous specifications. Its patterns and colours are inspired from close co-ordination with the newest in furnishings and paint colours. Rexoleum de luxe means decorative, durable floor covering that actually "gleams even before waxing."

This range is featured 1/5 actual size.



Standard Quality

A lower price range, but a wonderful buy for the cost.

"Standard" patterns have been greatly improved in the recent years, with smarter designed and more tasteful colour combinations.

This floor covering is difficult to equal in the economy-budget field.

This range is featured 1/6 actual size.

REXOLEUM (de LUXE)

0124

2 and 3 yards
wide



0125

2 and 3 yards
wide



REXOLEUM (de LUXE)

0123

2 yards wide

Page 108

Passage

to match

0670



0122

2 yards wide

Page 108

Passage

to match

0669



REXOLEUM (de LUXE)



0121

2, 3 and
4 yards wide

Page 117
Rug to match
0463



0120

2, 3 and
4 yards wide

Page 117
Rug to match
0464

REXOLEUM (de LUXE)

0119

2 and 3 yards
wide



0118

2 and 3 yards
wide



REXOLEUM (de LUXE)



0117

2, 3 and
4 yards wide

Packaged units
available in
12 x 12 ft.
and
12 x 15 ft.



0116

2, 3 and
4 yards wide

Packaged units
available in
12 x 12 ft.
and
12 x 15 ft.

REXOLEUM (de LUXE)

0115

2 and 3 yards
wide



0097

2, 3 and
4 yards wide

Page 109
Passage
to match
0665

Page 114
Rug to match
0469

Packaged units
available in
12 x 12 ft.
and
12 x 15 ft.



REXOLEUM (de LUXE)



0096

2, 3 and
4 yards wide



0095

2, 3 and
4 yards wide

Page 115
Rug to match
0467

Packaged units
available in
12 x 12 ft.
and
12 x 15 ft.

REXOLEUM (de LUXE)

0094

2, 3 and
4 yards wide

Page 109
Passage
to match
0664

Page 114
Rug to match
0470



0093

2 and 3 yards
wide

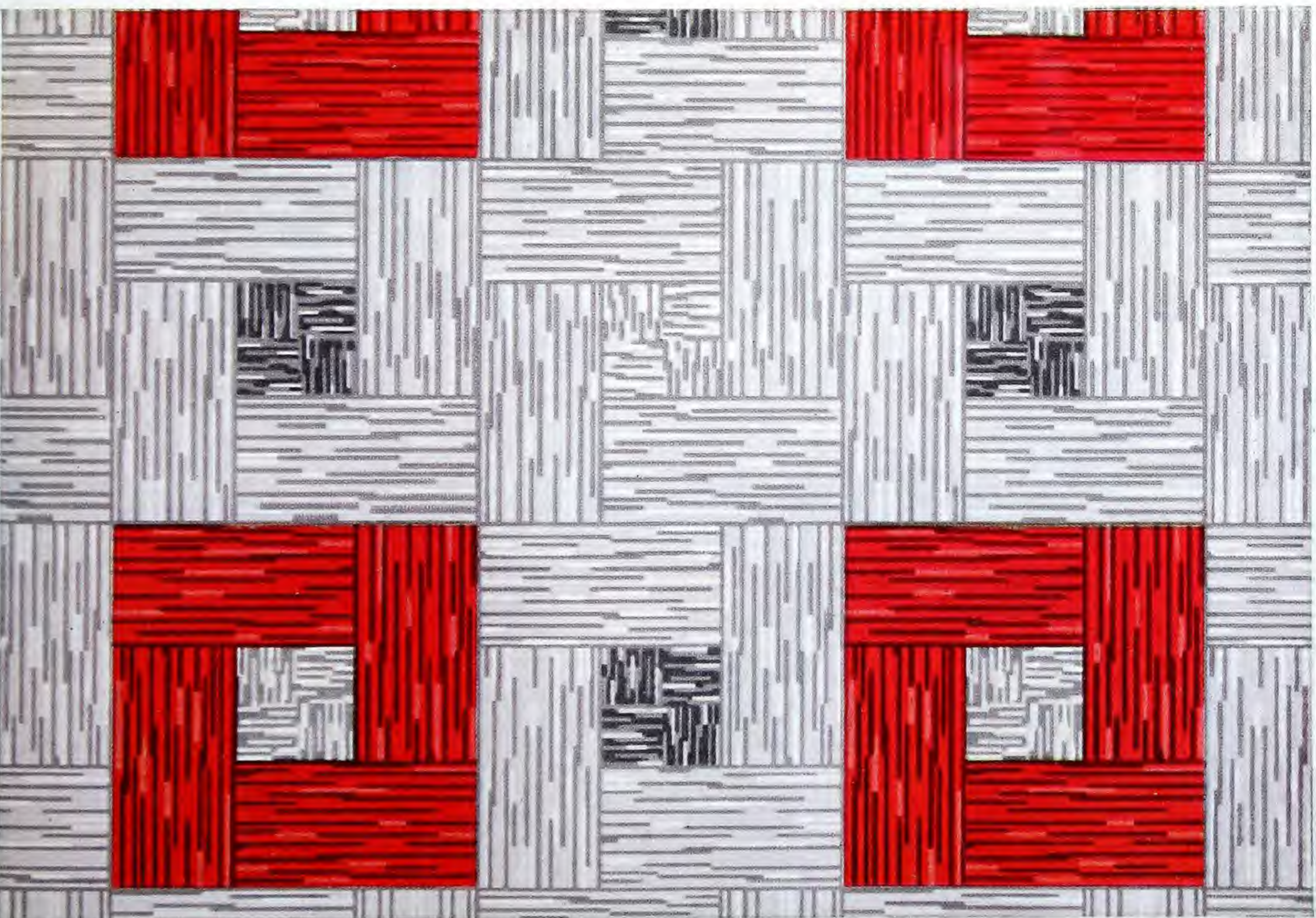


REXOLEUM (de LUXE)



0092

2 and 3 yards
wide



0091

2 and 3 yards
wide

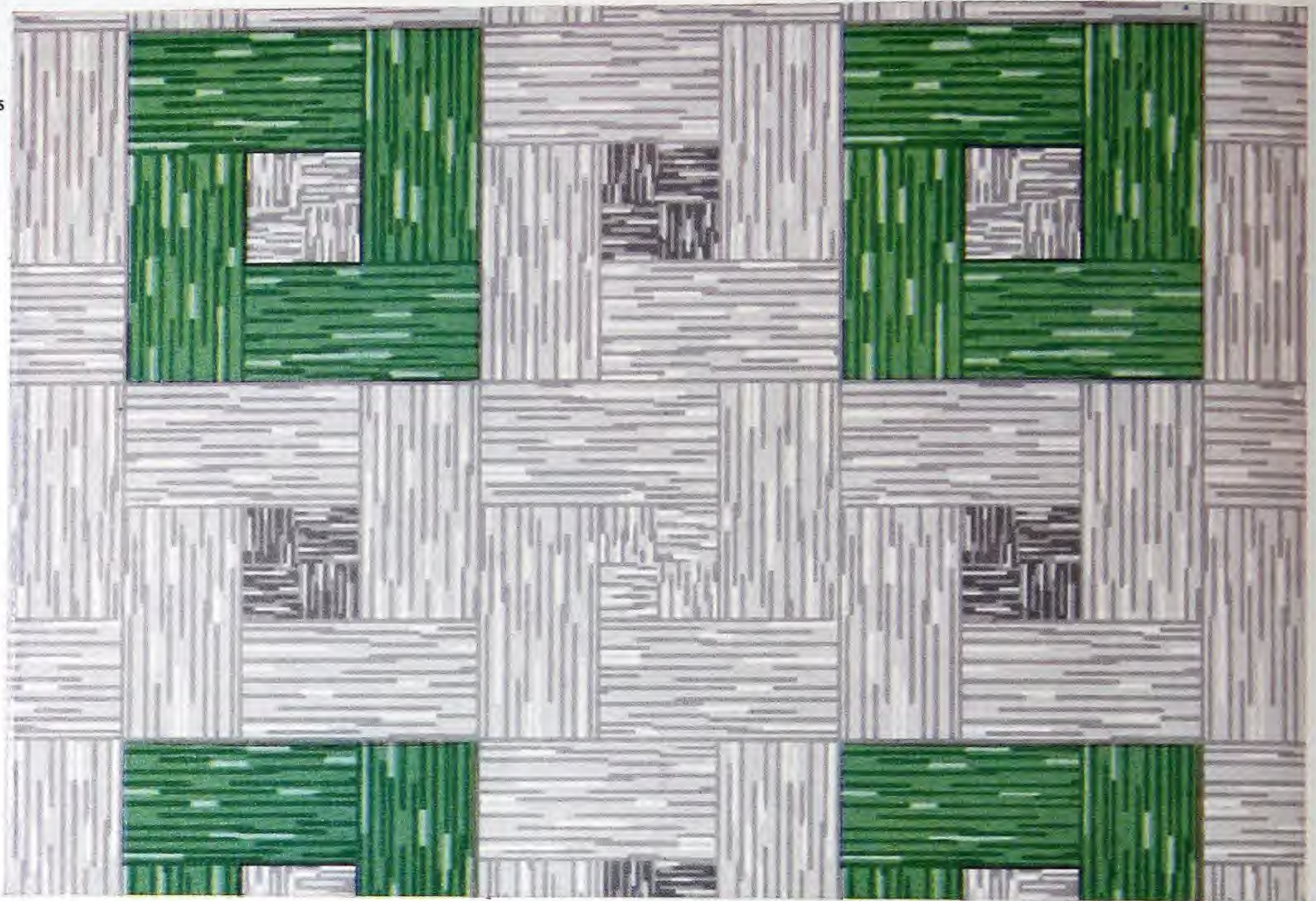
Page 108
Passage
to match
0668

REXOLEUM (de LUXE)

0090

2 and 3 yards
wide

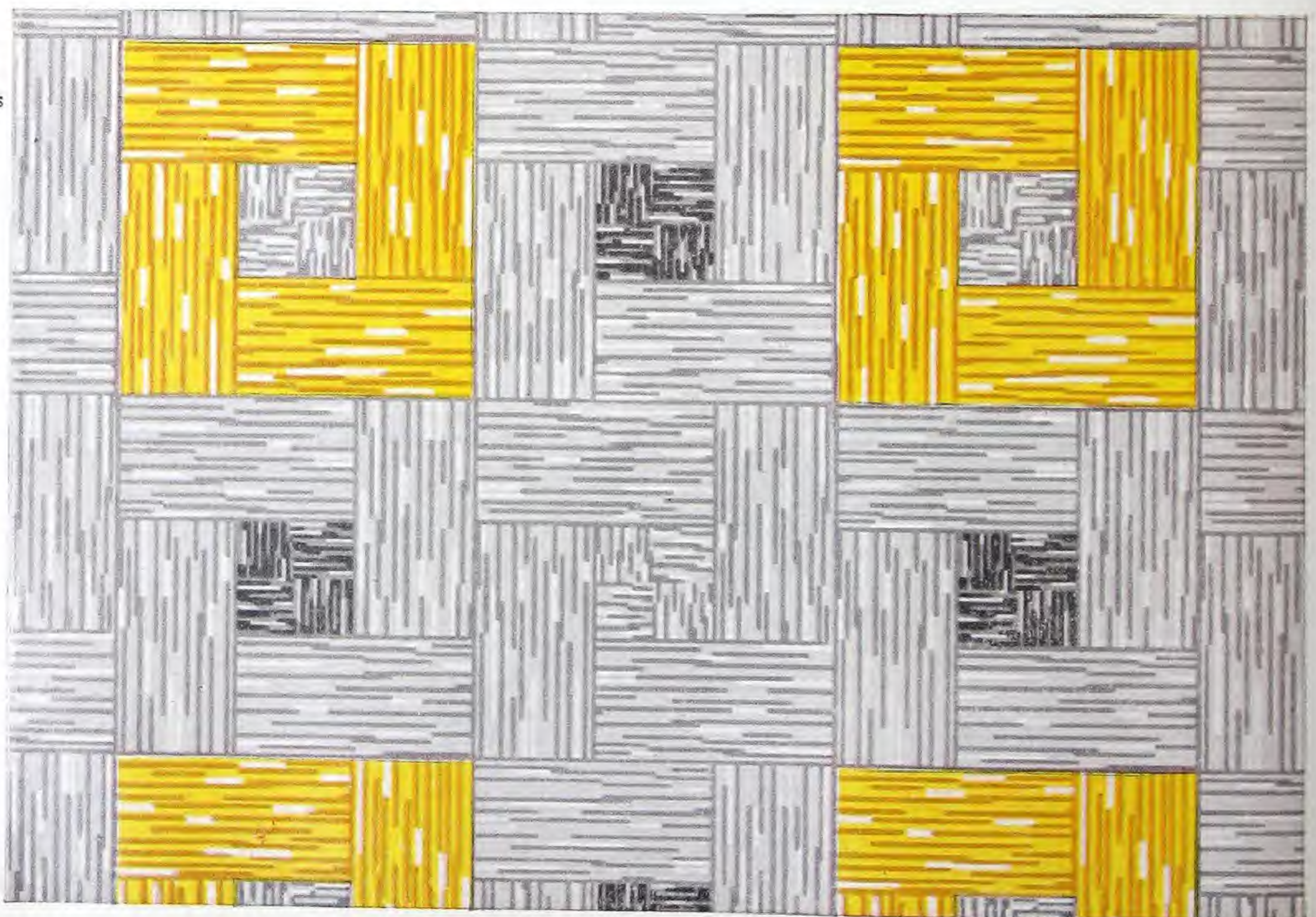
Page 108
Passage
to match
0667



0089

2 and 3 yards
wide

Page 109
Passage
to match
0666



REXOLEUM (de LUXE)



0087

2, 3 and
4 yards wide



0086

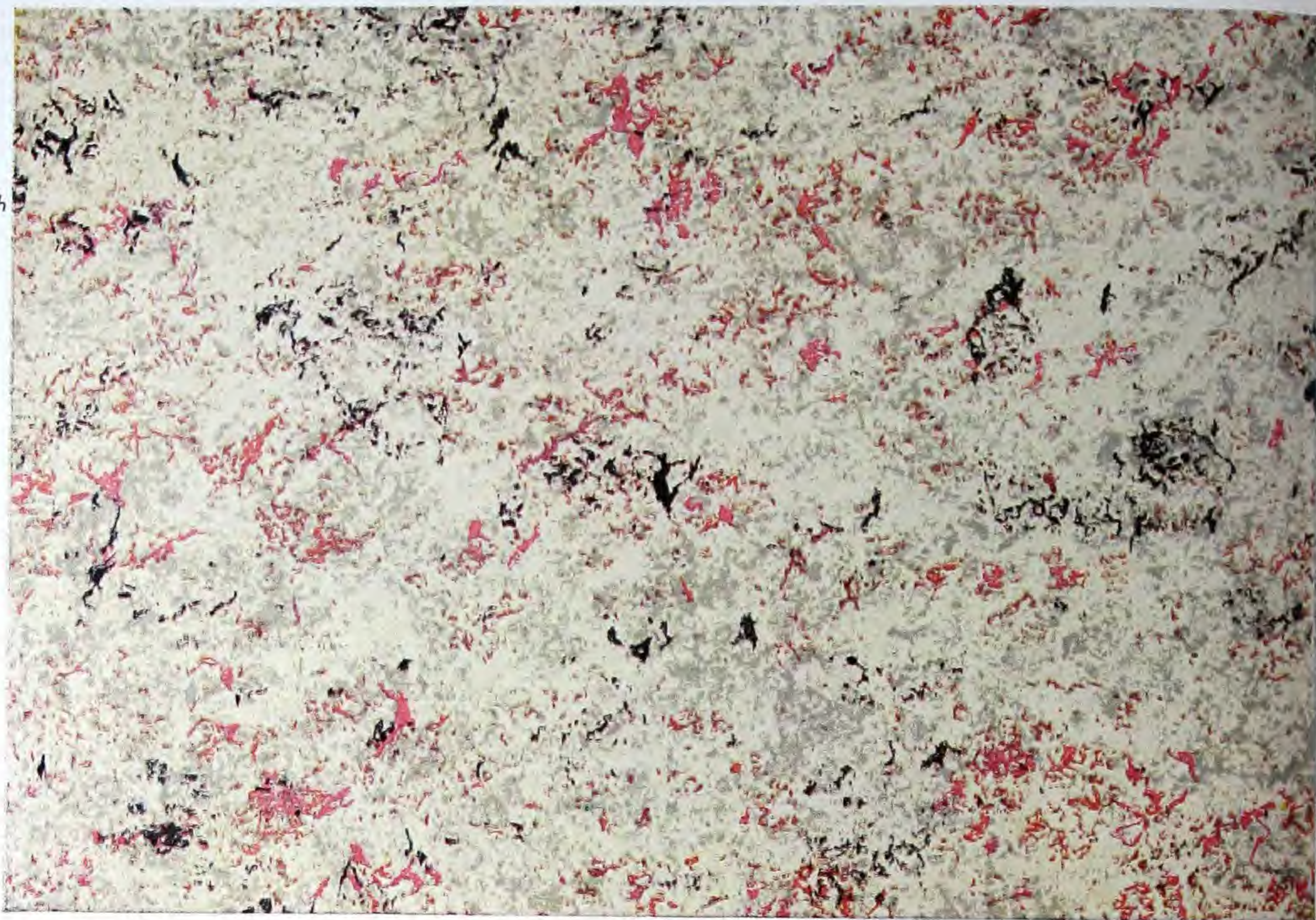
2, 3 and
4 yards wide

REXOLEUM (de LUXE)

0021

2 yards wide

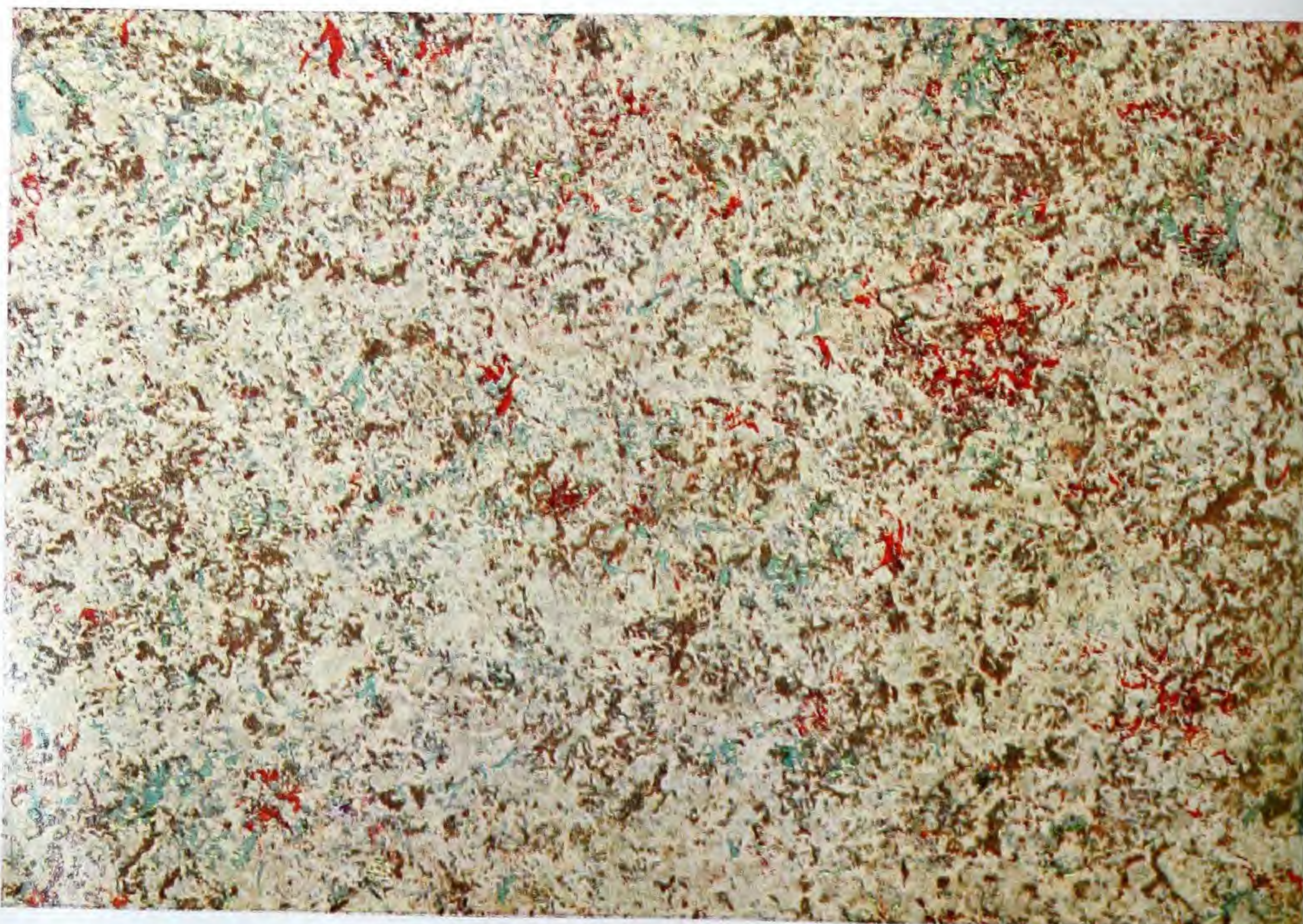
Page 110
Passage to match
0656



0020

2 yards wide

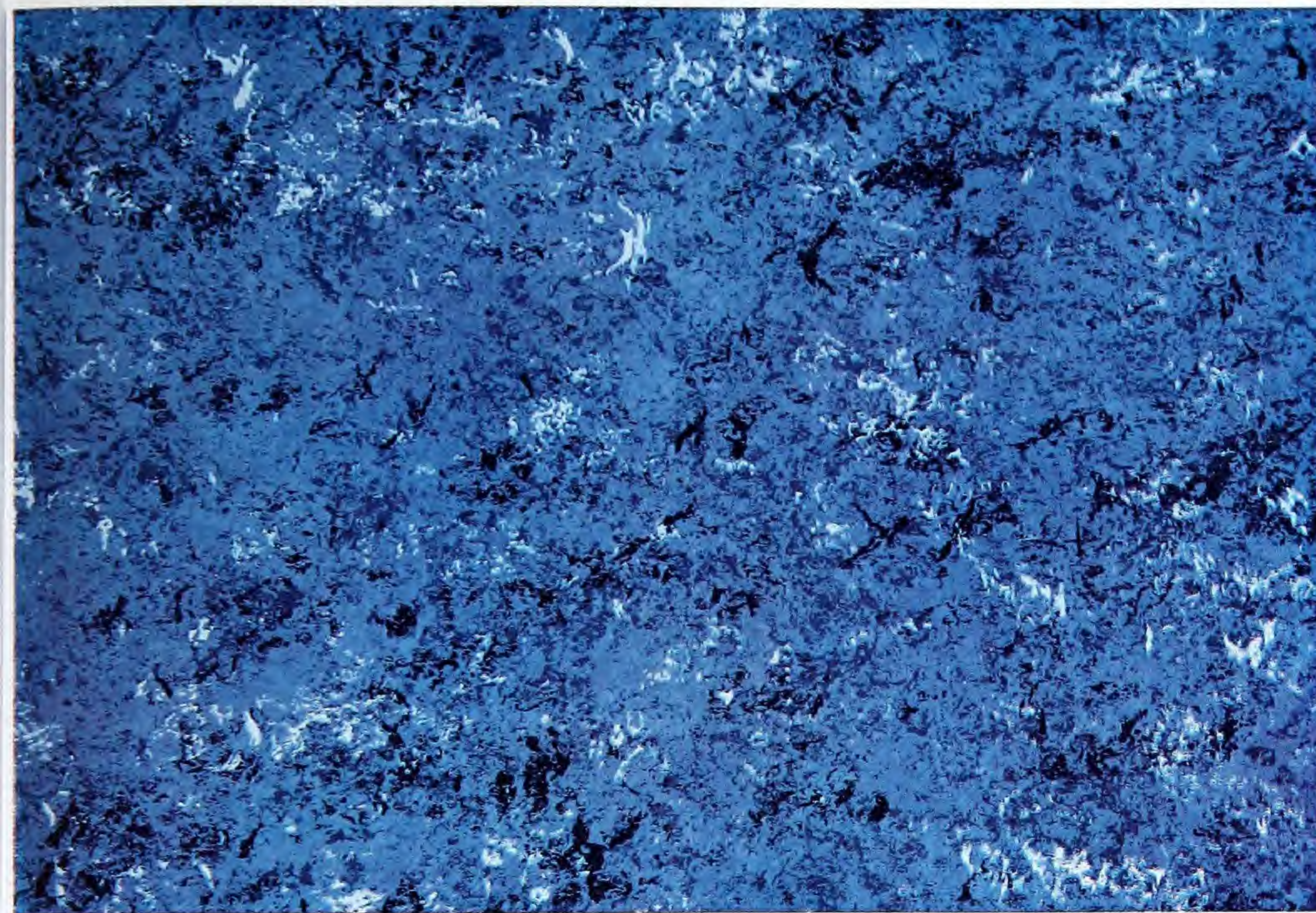
Page 110
Passage to match
0654



REXOLEUM (de LUXE)

0019

2 yards wide



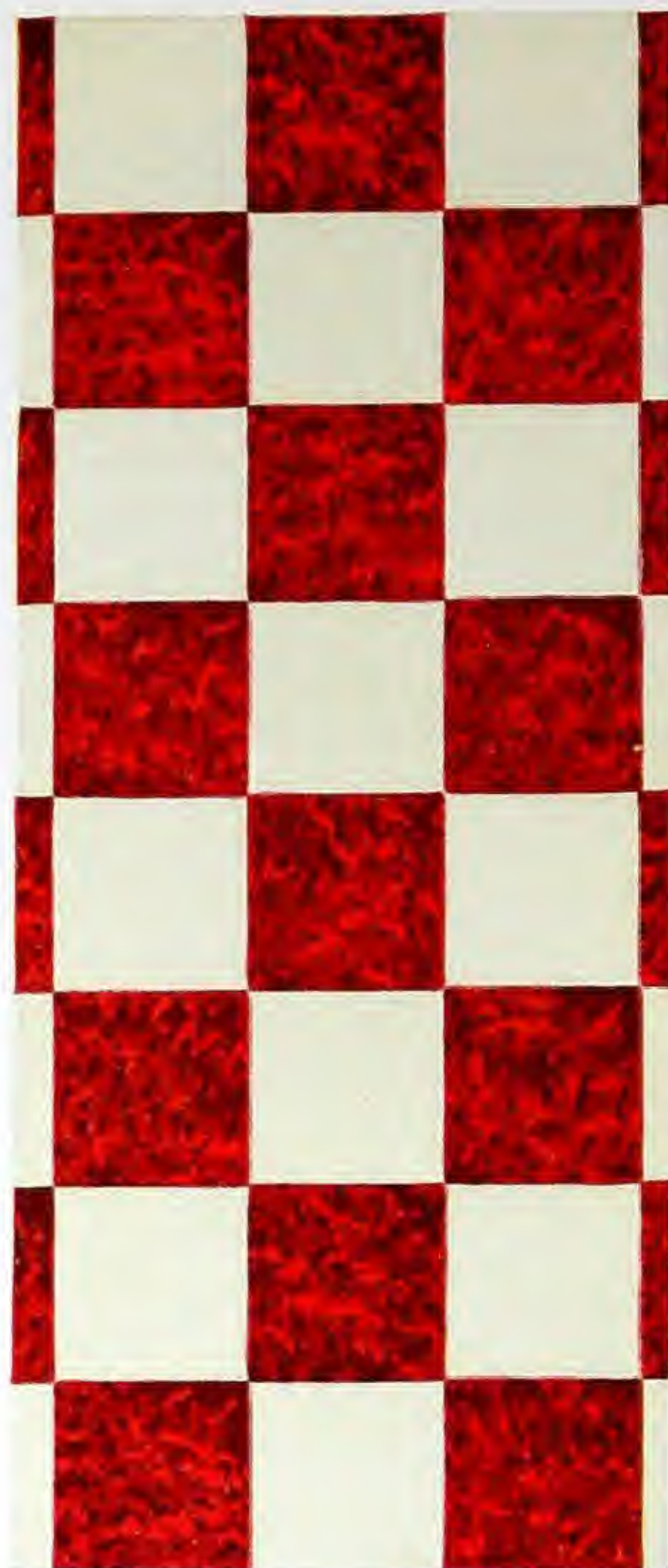
0015

2 yards wide





0170 2 yards wide



0169 2 yards wide



0168 2 yards wide



0103 2 yards wide

18, 27 and 36 inches



0101 2 yards wide

18, 27 and 36 inches

Rexoleum

by the yard

DE LUXE QUALITY

"Pink" is a happy colour for bedrooms. This new pink design, Pattern 0123, in by-the-yard Rexoleum (de Luxe) would lift the spirits of any room.





R-22 2 yards wide



R-21 2 yards wide



R-20 2 yards wide



R-199 2 yards wide

REXOLEUM (STANDARD)



R-198 2 yards wide



R-197 2 yards wide



R-196 2 yards wide



R-195 2 yards wide



R-194 2 yards wide



R-193 2 yards wide



R-192 2 yards wide



R-191 2 yards wide

REXOLEUM (STANDARD)



R-190 2 yards wide



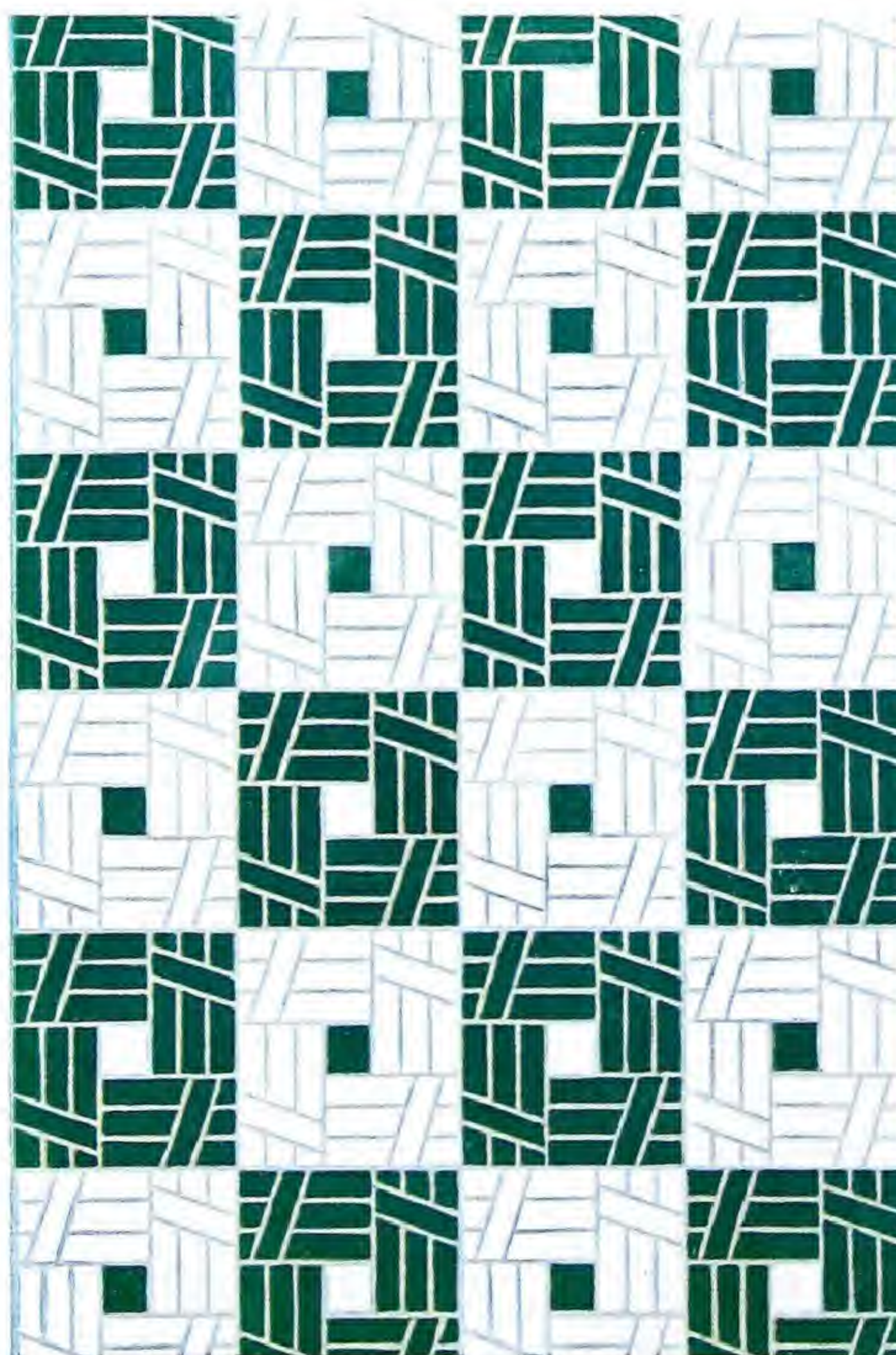
R-187 2 yards wide

Page 110, Passage
to match **RP-141**



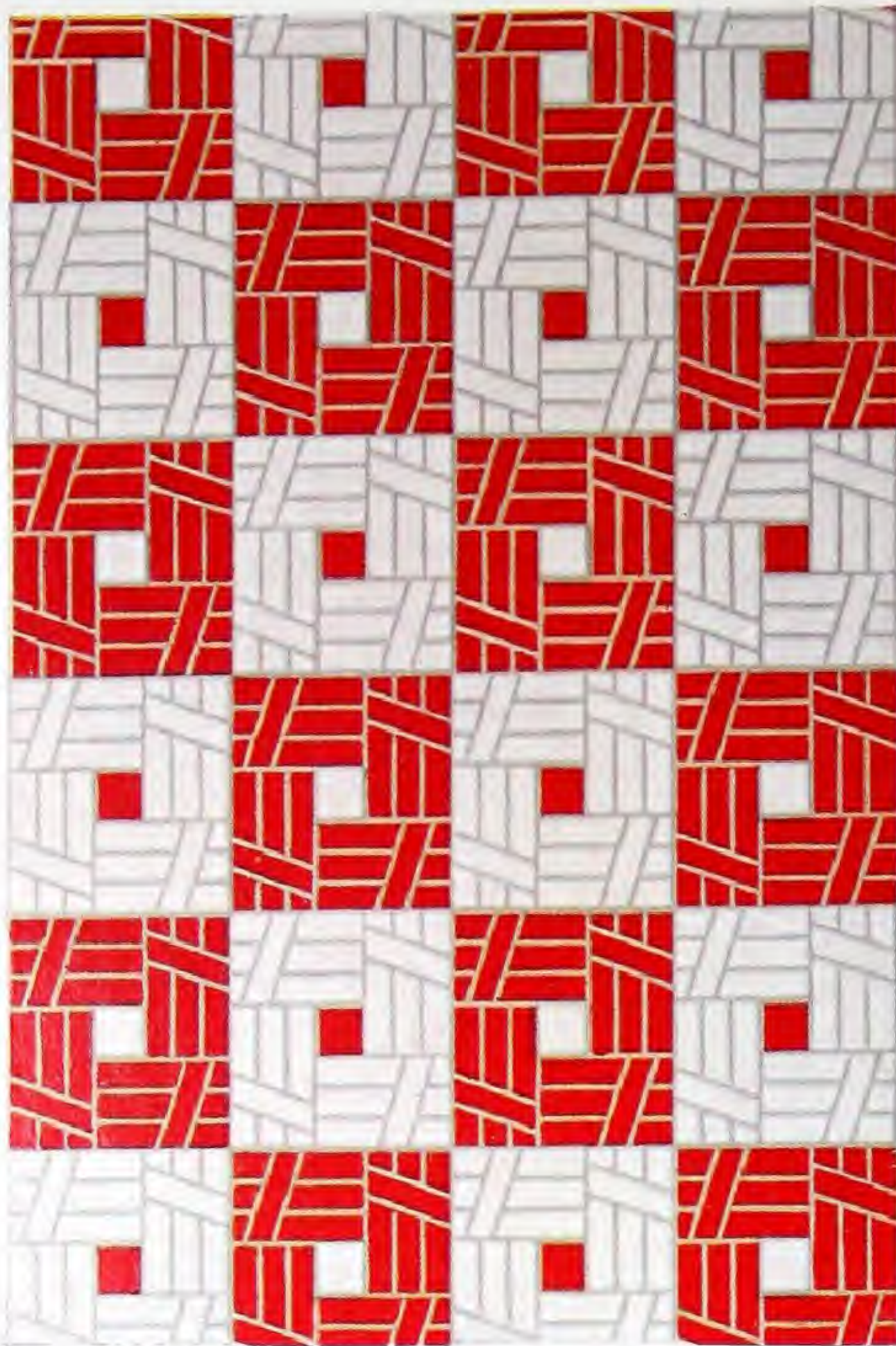
R-186 2 yards wide

Page 110, Passage
to match **RP-140**



R-185 2 yards wide

Page 111, Passage
to match **RP-139**



R-183 2 yards wide

Page 111, Passage
to match RP-138



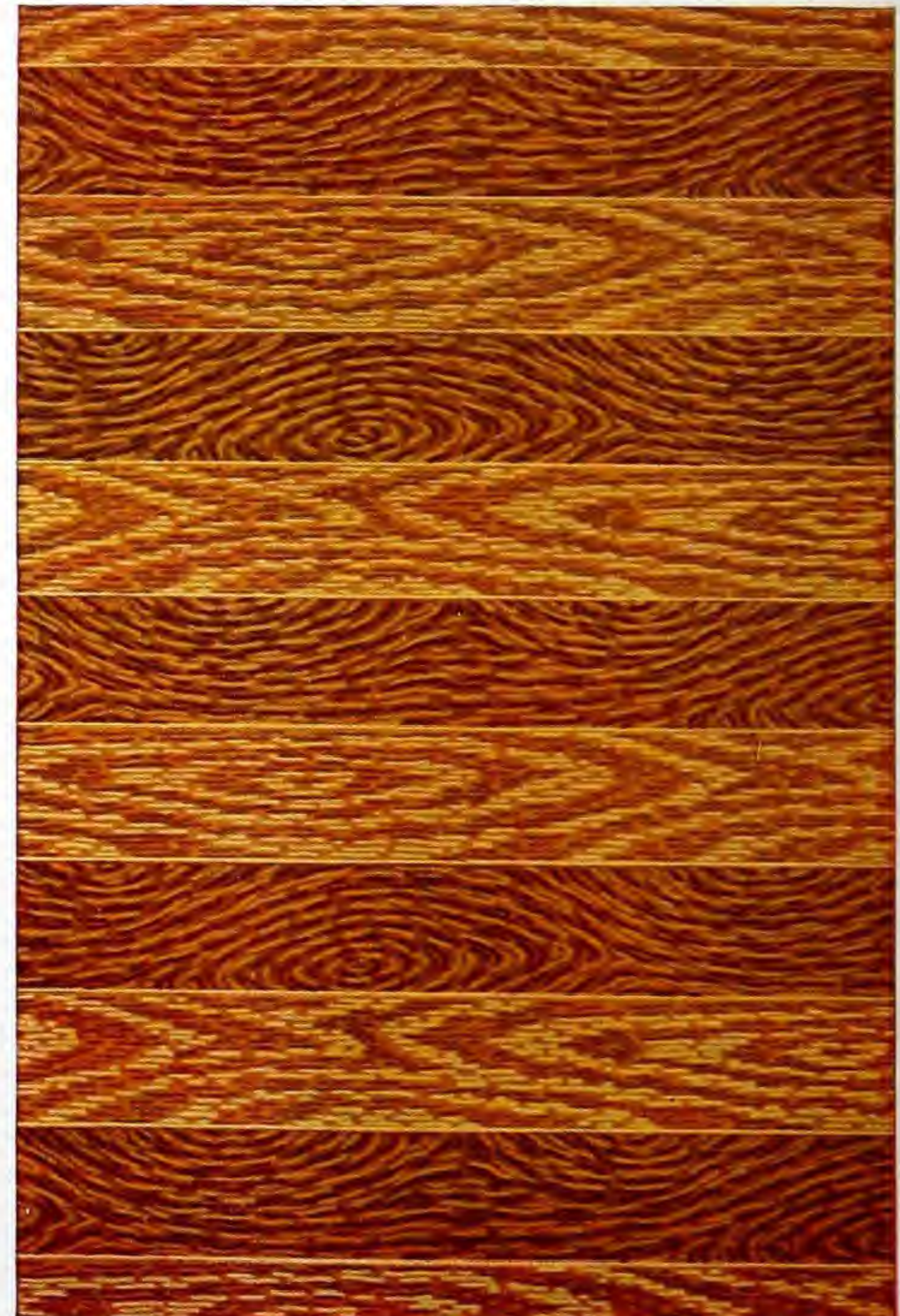
R-169 2 yards wide

Page 111, Passage
to match RP-132



R-167 2 yards wide

Page 111, Passage
to match RP-130



R-19 2 yards wide

18", 27" and 36" wide

Rexoleum

"Passage"

DE LUXE
AND
STANDARD QUALITIES

Rexoleum "Passage" makes
"light" of dark hallways . . . and
lightens the housework too.
Designed to team with
Rexoleum by-the-yard, this product
is very much in demand and
a "must" for your stock.
Widths from 18" to 36".

*This lovely pink design in Passage Rexoleum Pattern. No. 0670 is sure to be a favourite.
Notice the matching Rexoleum floor in the bedroom.*





0669 24 inches wide

Page 88, Yard Goods
to match 0122



0670 24 inches wide

Page 88, Yard Goods
to match 0123



0668 24 inches wide

Page 95, Yard Goods
to match 0091



0667 24 inches wide

Page 96, Yard Goods
to match 0090

PASSAGE REXOLEUM (de LUXE)



0666 24 inches wide

Page 96, Yard Goods
to match 0089



0665 27 and 36
inches wide Page 92, Yard Goods
to match 0097
Page 114, Rug to match 0469



0664 27 and 36
inches wide Page 94, Yard Goods
to match 0094
Page 114, Rug to match 0470

PASSAGE REXOLEUM (de LUXE)



0656 24 and 27
inches wide

Page 98, Yard Goods
to match 0021



0654 24 and 27
inches wide

Page 98, Yard Goods
to match 0020

PASSAGE REXOLEUM (STANDARD)



RP-141 24 and 36
inches wide

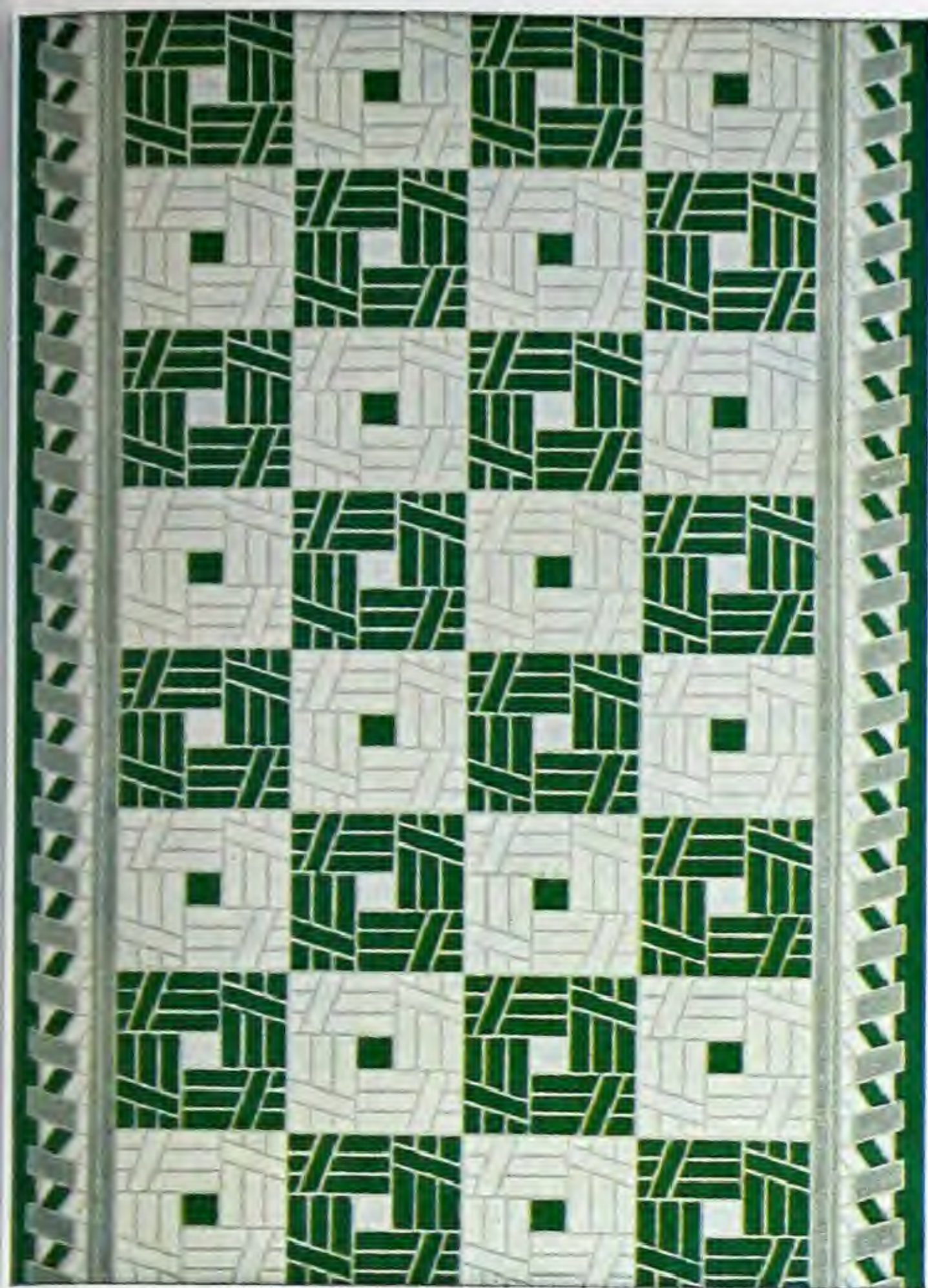
Page 105, Yard Goods
to match R-187



RP-140 24 and 36
inches wide

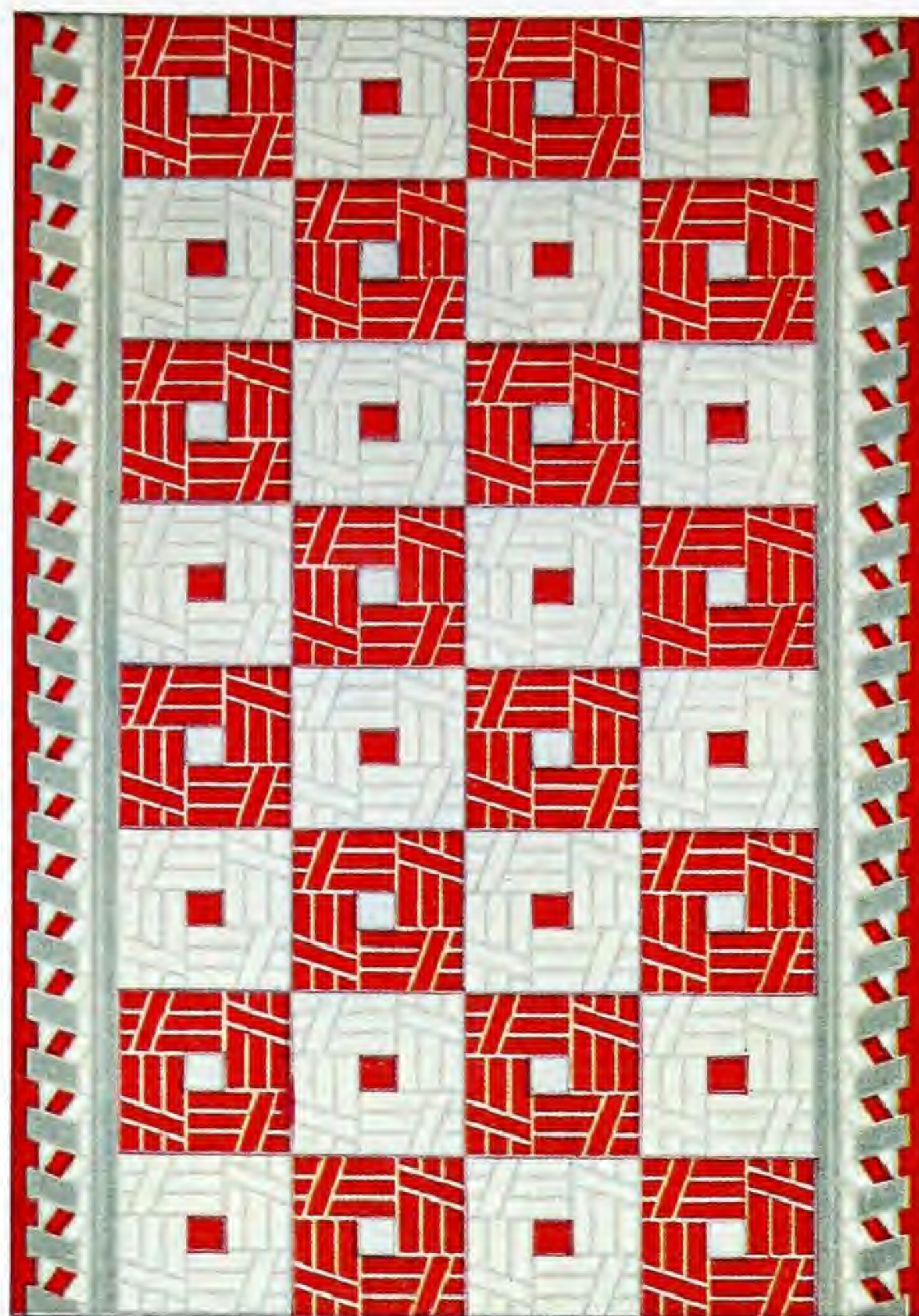
Page 105, Yard Goods
to match R-186

PASSAGE REXOLEUM (STANDARD)



RP-139 24 and 36
inches wide

Page 105, Yard Goods
to match R-185



RP-138 24 and 36
inches wide

Page 106, Yard Goods
to match R-183



RP-132 24 and 36
inches wide

Page 106, Yard Goods
to match R-169



RP-130 24 and 36
inches wide

Page 106, Yard Goods
to match R-167

DOMINION SALES BUILDERS

It will pay you to make use of these dealer helps. Your representative has complete details or please write for samples or any other advertising material.

1. Newspaper mats and stereo leaflet.

2. 4 Consumer Booklets — Dominion Inlaid Linoleum; Rexoleum by-the-yard; Rexoleum Rugs and Mats; Rexolite.

3. Colour guide, envelope-stuffer size.

4. Tile Laying Instruction leaflet.

5. Care of Linoleum leaflet.

6. Window Streamers: Marboleum, Dominion Jaspé Linoleum, Dominion Handicraft Linoleum, Rexoleum.

7. Tile Calculator.

8. Dominion Installation Manual.

9. Home Planning Guide, 25 cents.

10. Hardwood Yardsticks in minimum lots of 25 at 35 cents each.

11. Softwood Yardsticks. Printed with your name and a list of our products. Minimum lots of 500, 5 cents each.



Rexoleum Rugs

De Luxe Quality

Rexoleum rugs have a "carpet" atmosphere.

Their patterns and delicate colours are designed to grace the smartest of living, dining and bedrooms. Add to this beauty quality that lasts, a surface that cleans easily and you're backing a "seller".

This range is featured 1/9 actual size.

This modern-style Rexoleum de Luxe Rug, Pattern No. 0462, features an unusual border in "Pick-up-sticks" designs.



REXOLEUM RUGS (de LUXE)

0470

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.

Page 94
 Yard Goods
 to match
 0094

Page 109
 Passage to match
 0664



0469

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.

Page 92
 Yard Goods
 to match
 0397

Page 109
 Passage to match
 0665



REXOLEUM RUGS (de LUXE)



0468

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.



0467

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.

Page 93
 Yard Goods
 to match
 0095

REXOLEUM RUGS (de LUXE)

0466

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.



0465

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.



REXOLEUM RUGS (de LUXE)

0464

6 x 9 ft.
7½ x 9 ft.
9 x 9 ft.
9 x 10½ ft.
9 x 12 ft.

Page 89
Yard Goods
to match
0120

0463

6 x 9 ft.
7½ x 9 ft.
9 x 9 ft.
9 x 10½ ft.
9 x 12 ft.

Page 89
Yard Goods
to match
0121

REXOLEUM RUGS (de LUXE)

0462

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.



0461

6 x 9 ft.
 7½ x 9 ft.
 9 x 9 ft.
 9 x 10½ ft.
 9 x 12 ft.
 9 x 13½ ft.
 9 x 15 ft.



REXOLEUM RUGS (de LUXE)



0460

6	x	9	ft.
7½	x	9	ft.
9	x	9	ft.
9	x	10½	ft.
9	x	12	ft.
9	x	13½	ft.
9	x	15	ft.



0458

6	x	9	ft.
7½	x	9	ft.
9	x	9	ft.
9	x	10½	ft.
9	x	12	ft.
9	x	13½	ft.
9	x	15	ft.

REXOLEUM RUGS (de LUXE)



0436 Yellow 6 x 9 ft. 7½ x 9 ft. 9 x 9 ft.
9 x 10½ ft. 9 x 12 ft.



0436 Blue 6 x 9 ft. 7½ x 9 ft. 9 x 9 ft.
9 x 10½ ft. 9 x 12 ft.

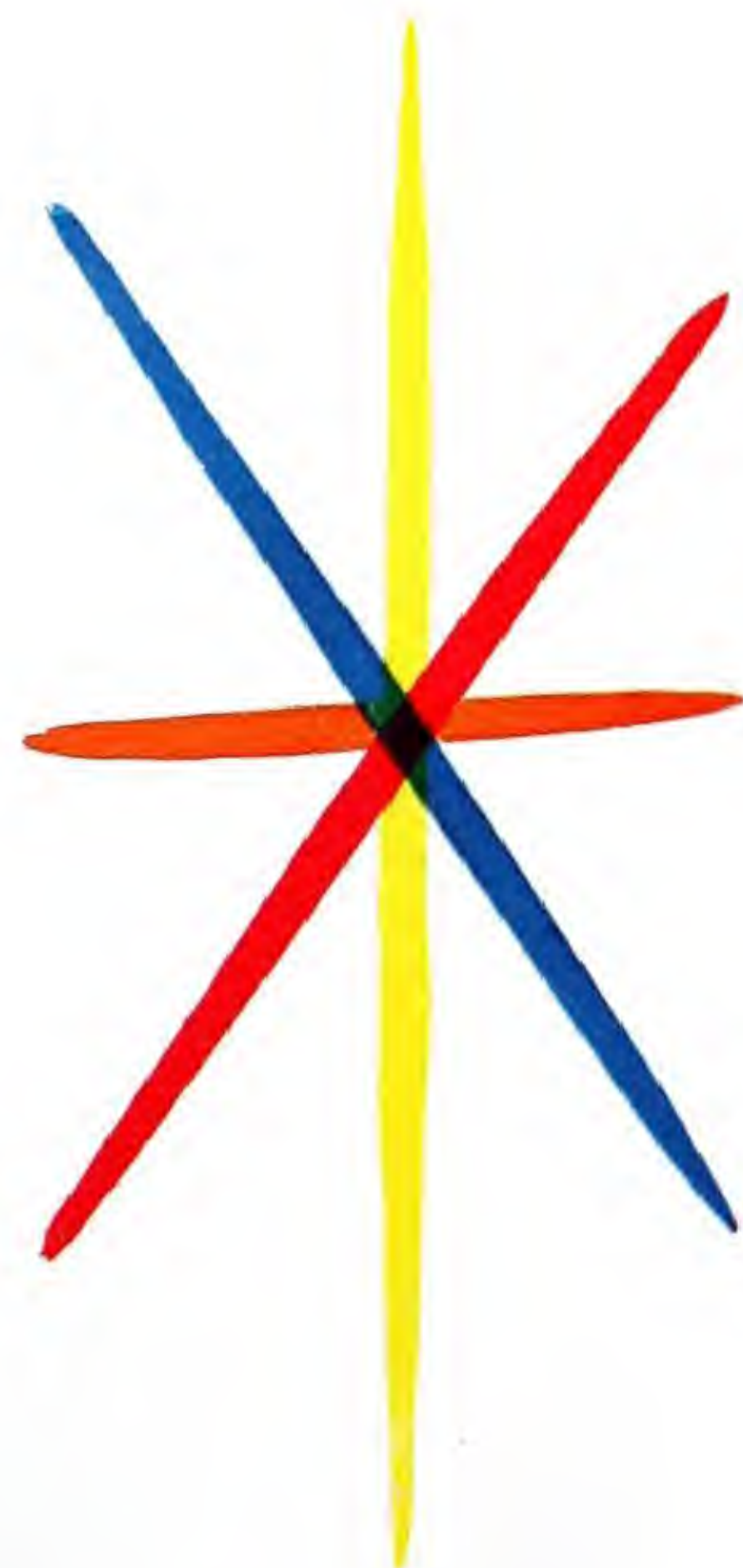
0413

6 x 9 ft.
7½ x 9 ft.
9 x 9 ft.
9 x 10½ ft.
9 x 12 ft.
9 x 13½ ft.
9 x 15 ft.



Rexoleum Mats

These picturesque new
Rexoleum mats
are almost pretty enough
to hang on the wall!
They'll certainly do beautifully for
anything else you can name . . .
brighten up a floor that's drab . . .
protect heavy traffic spots on
any floor . . . cover up worn spots, etc.
Stock up on these
inexpensive floor "pick-me-ups"
for enthusiastic turnover.



REXOLEUM MATS

0314A

Size
27 x 54 inches

Supplied in
lots of six only



0314B

Size
27 x 54 inches

Supplied in
lots of six only



0314C

Size
27 x 54 inches

Supplied in
lots of six only



Also available six assorted: Two each of 0314A, B, C

REXOLEUM MATS



0249A 18 x 36 inches



0249B 18 x 36 inches



0249C 18 x 36 inches

Packed 25 per carton, assorted.

REXOLEUM MATS



0248A 18 x 36 inches



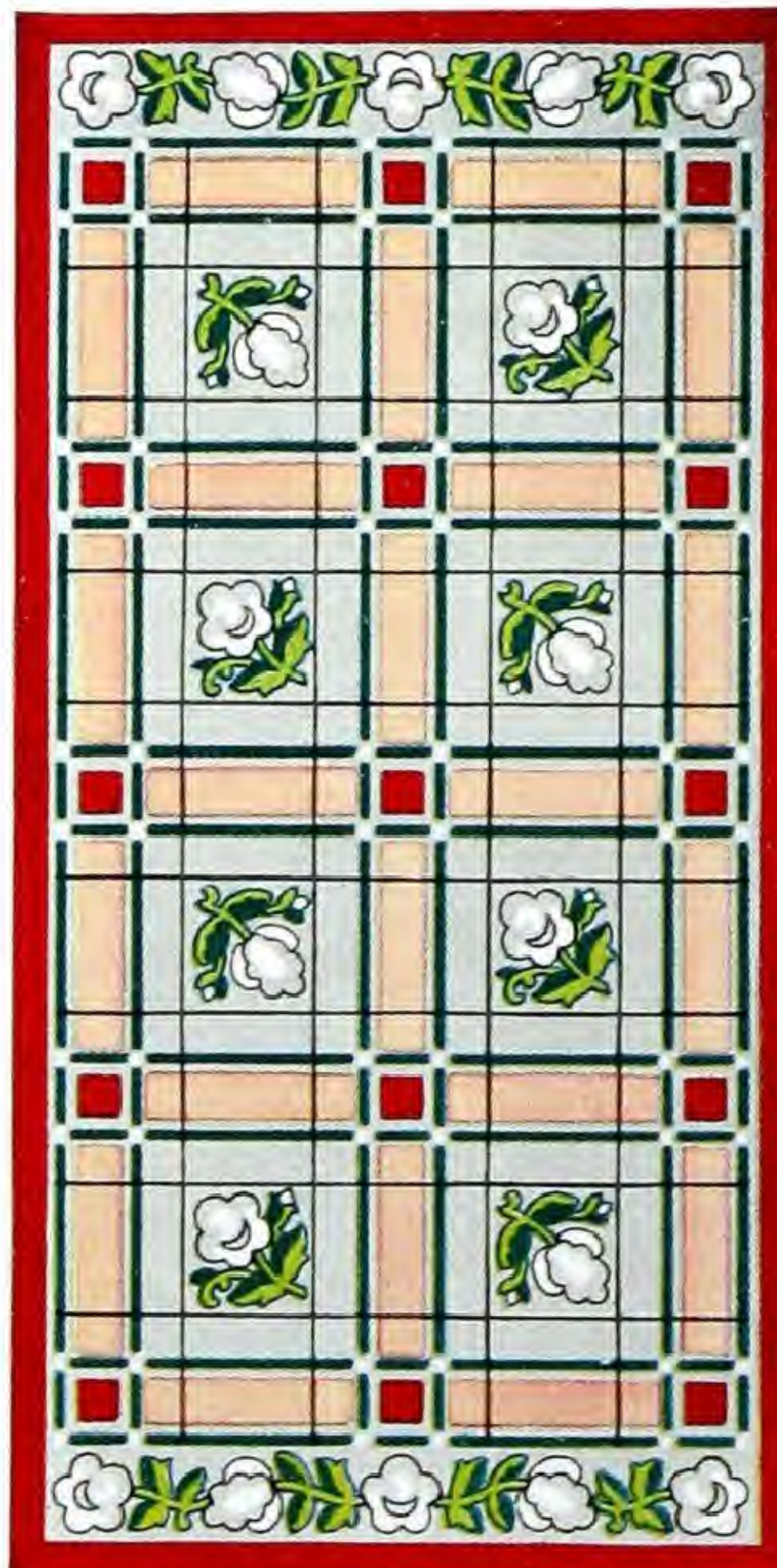
0248B 18 x 36 inches



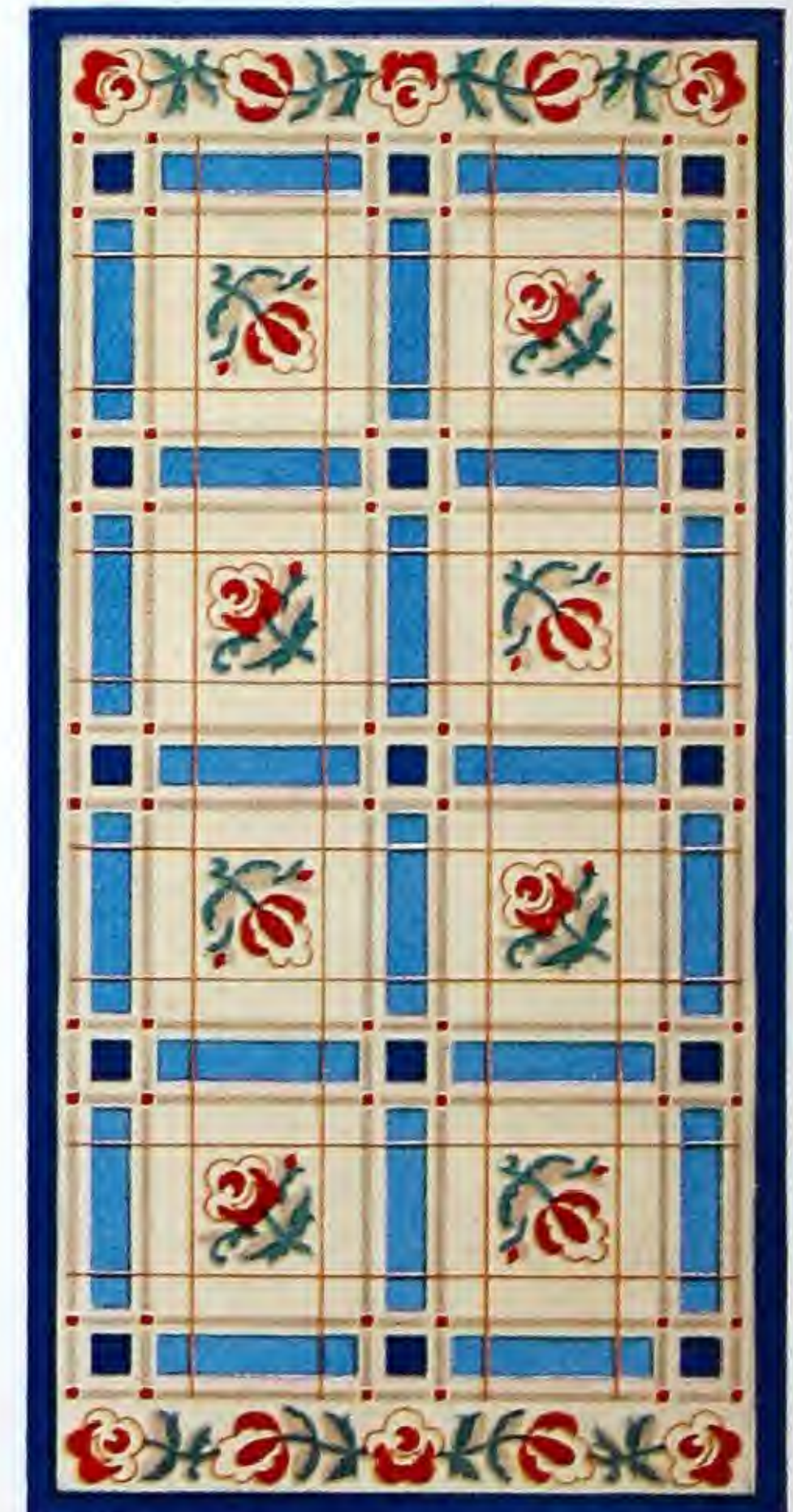
0248C 18 x 36 inches



0246A 18 x 36 inches



0246B 18 x 36 inches



0246C 18 x 36 inches

Packed 25 per carton, assorted.

Yardage calculator

Size of Rooms in Feet	Square Yards Required	Gals. Lino Paste No Felt	Liquid Wax Required (one coat)	Size of Rooms in Feet	Square Yards Required	Gals. Lino Paste No Felt	Liquid Wax Required (one coat)	Size of Rooms in Feet	Square Yards Required	Gals. Lino Paste No Felt	Liquid Wax Required (one coat)
6' x 6'	4-1/6	1/2	1 pt.	10' x 17'	20-1/2	2	1 pt.	15' x 22'	37-1/6	3 3/4	1 qt.
6'6 x 6'6	5-1/3	1/2	1 pt.	11' x 11'	15	1 1/2	1 pt.	16' x 16'	30	3	1 qt.
7' x 7'	6-1/3	1/2	1 pt.	11' x 12'	15	1 1/2	1 pt.	16' x 18'	32-1/2	3 1/2	1 qt.
7'6 x 7'6	7-1/6	3/4	1 pt.	11' x 14'	19	2	1 pt.	16' x 20'	38-1/3	3 3/4	1 qt.
8' x 8'	8-1/3	3/4	1 pt.	11' x 15'	19	2	1 pt.	16' x 24'	43-1/3	4 1/2	1 qt.
8'6 x 8'6	8-5/6	3/4	1 pt.	11' x 16'	21-2/3	2 1/4	1 pt.	17' x 17'	34-1/2	3 1/2	1 qt.
9' x 9'	9-1/3	1	1 pt.	11' x 18'	24-1/3	2 1/2	1 qt.	17' x 20'	40-1/2	4	1 qt.
9'6 x 9'6	11-1/3	1	1 pt.	12' x 12'	16-1/2	1 1/2	1 pt.	17' x 24'	46	4	1 qt.
9' x 10'	10-1/6	1	1 pt.	12' x 13'	17-2/3	1 3/4	1 pt.	18' x 18'	36-1/2	3 3/4	1 qt.
9' x 11'	11-1/3	1 1/4	1 pt.	12' x 14'	19	2	1 pt.	18' x 22'	44-1/2	4 1/2	1 qt.
9' x 12'	12-1/3	1 1/4	1 pt.	12' x 15'	20-1/3	2	1 pt.	18' x 24'	48	5	1 qt.
9' x 13'	13-1/3	1 1/4	1 pt.	12' x 16'	21-2/3	2 1/4	1 pt.	19' x 19'	41-2/3	4 1/4	1 qt.
9' x 14'	14-1/3	1 1/2	1 pt.	12' x 18'	24-1/3	2 1/2	1 qt.	19' x 24'	51-1/3	5	1 1/2 qt.
9' x 15'	15-1/3	1 1/2	1 pt.	13' x 13'	20	2	1 pt.	20' x 20'	45-1/6	4 3/4	1 qt.
9' x 16'	16-1/3	1 1/2	1 pt.	13' x 15'	22-1/6	2 1/2	1 qt.	20' x 22'	49-5/6	5	1 1/2 qt.
9' x 17'	17-1/3	1 3/4	1 pt.	13' x 16'	23-5/6	2 1/2	1 qt.	21' x 21'	49-2/3	5	1 1/2 qt.
9' x 18'	18-1/3	2	1 pt.	13' x 18'	26-1/2	2 3/4	1 qt.	22' x 22'	56-1/6	5 1/2	1 1/2 qt.
10' x 10'	12-1/2	1 1/4	1 pt.	14' x 14'	23-1/6	2 1/2	1 qt.	24' x 24'	64-2/3	6 1/4	1 1/2 qt.
10'6 x 10'6	13-1/2	1 1/4	1 pt.	14' x 15'6	25-1/3	2 1/2	1 qt.	25' x 25'	70-2/3	7 1/4	1 1/2 qt.
10' x 12'	13-2/3	1 1/2	1 pt.	14' x 17'	28-1/2	2 3/4	1 qt.	26' x 26'	73-1/3	7 1/2	2 qt.
10' x 13'	15-1/3	1 1/2	1 pt.	15' x 15'	25-1/2	2 1/2	1 qt.	27' x 27'	82	8 1/4	2 qt.
10' x 14'	16	1 1/2	1 pt.	15' x 16'	27-1/6	2 3/4	1 qt.	28' x 28'	89-1/3	9	2 qt.
10' x 15'	17-1/3	1 3/4	1 pt.	15' x 17'	28-5/6	3	1 qt.	29' x 29'	97-1/2	9 1/2	2 qt.
10' x 16'	19-1/3	2	1 pt.	15' x 19'	32-1/6	3	1 qt.	30' x 30'	100-5/6	10	2 qt.

These figures are for plain goods and marbles.

Allowance will have to be made on some if marble jaspé graining has to run all one way.

Allowance will have to be considered for pattern goods.

Dominion *linoleum*

In order to obtain the best results in laying Dominion Linoleum, it is necessary to have the proper equipment. We illustrate here the complete line of laying tools and accessories which appear on our price list. Each tool is made to the specifications of experts and is standard for its individual purpose.

- A — Steel Square.
- B — Proper type of hammer for levelling seams, etc.
- C — 18'' Scribing Tool. Permits accurate scribing in places where the ordinary scribes are not wide enough.
- E — Dividers, for scribing Linoleum to be fitted around pipes, radiators, etc., also against walls and other vertical surfaces.
- F — Cement Spreader with detachable rubber edge.
- G — Straight Edge. A true, solid piece of steel, 84 inches long. A perfect guide for cutting seams. Does not kink or warp and assures accurate joints.
- H — Steel Trowel, for spreading cement, especially when doing tile work with Heavy Waterproof Cement.
- I — Linoleum Truck, for handling of Linoleum. Fitted with composition wheels. Weight — 90 lbs.
- J — Combination Set, for cutting seams, interliners, circles, etc., also for inside and outside scribing.
- K — Felt Paper. Dry and Impregnated (Waterproof) felt paper made in one yard wide only, 100 linear yards per roll. Dry felt paper, 12 ounces to the square yard. Impregnated paper about 24 ounces to the square yard.
- L — Linoleum Cutting Knife. Standard wooden handle with special blade 2½ inches long, designed to assist in the cutting of Dominion Linoleum for floors and walls.
- M — Special Linoleum cutting knife with detachable blade. Extra blades can be supplied at a nominal charge.



Laying equipment



N — Waterproof Linoleum Cement assures perfect adhesion if applied properly. Comes in 4-gallon, 1-gallon, 1-quart, 1-pint and ½-pint tins. Can also be supplied in larger containers. Estimate 1 gallon to 10 square yards.

NOTE: Waterproof Linoleum Cement is used to prevent surface water from seeping at the seams.

O — Linogrip Adhesive. Recommended for cementing any type of hard surface floor covering by the yard or tiles, either over wood or concrete subfloors. Supplied in 4-gallon, 1-gallon, 1-quart, 1-pint and ½-pint tins. Estimate 1 gallon to 15 square yards.

P — Dominion Liquid Wax, gives a lustrous finish to Linoleum. Available in 1-gallon and 1-quart tins.

Q — Pinch Bar, approximately 14 inches long. Most useful for removing quarter-round moulding without damage.

R — Linoleum Roller. Made in three sections to permit even pressure and therefore better adhesion. Approximate weights — 100 and 150 lbs. Countersunk axle permits rolling close to vertical surfaces.

S — Sand Bags made of heavy duck, for weighing down seams, borders, insets, etc. Packed in lots of 12.

T — Cove Base Scribe. This handy tool has been designed especially for use against Terrazzo Cove Base. It is small enough to permit scribing in corners too tight for standard tools.

U — Marking Scratcher.

V — Steel "toothed" spreader.

Complete kit of laying tools should include the following items: (1) Light claw hammer for removing nails. (2) 12-inch shears for cutting felt. (3) Steel pliers. (4) 1-inch wood chisel. (5) Small steel square. (6) 6-inch block plane. (7) 12-inch screwdriver. (8) Stilson wrench for disconnecting radiators, etc. (9) Chalk and chalk line for marking in laying out work. (10) Metallic measuring tape. (11) 6-foot folding rule. (12) Wide knife with 2-inch or 5-inch blade for spreading cement where space does not permit use of trowel or spreader. (13) Carborundum stone. (14) 2-inch lat file for dressing knife and a good oil stone.

Dominion Linoleum

Highly recommended for correct



4-GALLON DRUM



1-GALLON CAN



1-QUART CAN



1/2-PINT CAN



1-PINT CAN



Above illustration shows ease of operation in laying linoleum. Satisfaction is assured by the use of Linogrip 55 as recommended above.

LINOGRIP 55 LIQUID ADHESIVE

Recommended for cementing any type of hard surface flooring by the yard or tiles, over either wood or concrete subfloors. Estimate 1 gallon to 15 square yards.

WATERPROOF LINOLEUM CEMENT

Size of containers	No. Units per carton	Average Weight in lbs. per carton
Half Pints	12	13
Pints	12	21
Quarts	12	42
Gallons	4	56
Four-Gallon Cans	per can	57

LINOGRIP 55

Half Pints	12	15
Pints	12	26
Quarts	12	50
Gallons	4	62
Four-Gallon Cans	per carton	65

DOMINION LIQUID WAX

Quarts	12	33
Gallons	4	40

cements and wax

Installation and maintenance

WATERPROOF LINOLEUM CEMENT

Assures perfect adhesion if applied properly. It is used to prevent surface water from seeping at the seams. Estimate 1 gallon to 10 square yards.



1/2-PINT CAN



1-PINT CAN



1-QUART CAN



1-GALLON CAN



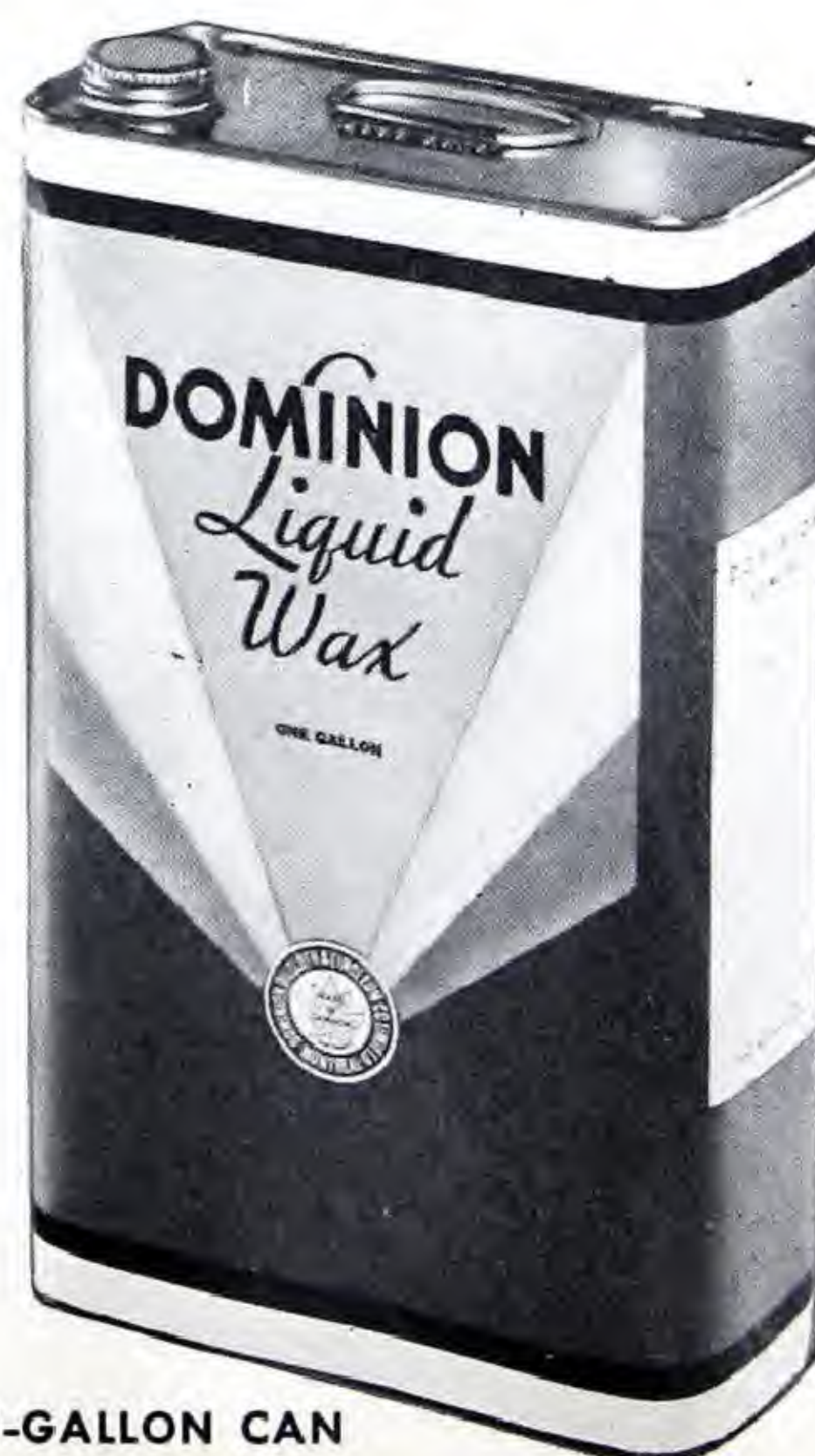
4-GALLON DRUM



1-QUART CAN

DOMINION LIQUID WAX

Dominion Liquid Wax gives a lustrous finish to linoleum and is highly recommended as a maintenance wax of hard and durable quality. Available in 1-gallon and 1-quart cans.



1-GALLON CAN

Accessories



THE ACCESSORIES SHOWN ABOVE ARE CARRIED IN STOCK

A—Outside square metal corner—Height 6 inches.

B—Inside round metal corner—Height 6 inches.

D—Combination stainless steel or chrome, and linoleum edging for tables, desks and sink tops.

E—Stainless steel or chrome moulding used around sink to prevent water from running under linoleum top.

F—Oak nosing for desk and table tops.

G—Rubber nosing for AA and AAA Gauge.

H—Chrome edge or stainless steel chrome finish moulding for top of cove.

I—Wood cove moulding feather edge.

J—Oak nosing used also as stop protectors.

Flooring Installation

Linoleum, the only resilient flooring with a fifty-year pedigree has an unrivalled record of endurance. Dominion Oilcloth & Linoleum Co. Limited has installed floors which, after years of strenuous wear, are still in good-looking, easy-to-maintain condition. To quote a few instances — the old Montreal General Hospital's hallways (laid almost 50 years ago); the Dominion linoleum test floor at Toronto's C.N.E. (laid 5 years ago, subjected to traffic from millions of feet since then and still in almost-new condition); Morgan's Montreal main department store.

And today, with the addition of the compatible high-polymer resin ingredient it is interesting to note that under extensive laboratory abrasion and indentation tests, Dominion linoleum not only compares favourably with other types of smooth surfaced floorings but in some cases shows significant advantages. Dominion linoleum's surface is smoother than ever before, much easier to maintain. This is proof of continuous quality in Dominion linoleum. The years have brought little change in that feature. But in the area of colour they have brought many changes. Through continuous design and laboratory experimentation Dominion Oilcloth & Linoleum Co. Limited has developed methods for the mixing of linoleum ingredients which offer a greatly widened and improved colour range in all linoleum classifications.



New Montreal General Hospital—one of the main foyers
Marbolem by the yard and Marbolem Tiles—Foreground M-16 Jade Green and M-39 Black. Background M-89 Grey with insets of M-16 Jade Green and M-39 Black.

Installation Notes

To give the best and longest service a linoleum floor should be properly laid.

The information which follows covers the laying of linoleum on suspended concrete subfloors and suspended wood subfloors.

ON SUSPENDED CONCRETE SUBFLOORS

Before the work of installing the linoleum is commenced, the concrete should be carefully swept and all lumps and irregularities removed. Where the surface is too rough for hand scraping and levelling, the building contractor should be required to put the floor in proper condition. A level floor is essential.

On standard construction, the concrete slab should have a cement topping of not less than 1½ inch thickness and a mix no leaner than one part Portland Cement to three parts clean screened sand. Expansion joints that have been cut through top layer of cement must be retrowelled to furnish an even surface.

On monolith construction, the floor slab should be trowelled to a smooth finish, free from high or low spots.

If expansion joints have not been retrowelled as suggested above, they should be filled with plaster of Paris or other non-shrinkable plaster material so that joints will not show through.

If the concrete is resting on "grade" (direct on earth) it should be waterproofed. There are several ways of doing this depending upon local conditions. It is advisable to consult your architect or building contractor who will be conversant with these.

Make sure that concrete floors are tested for dampness and do not contain any fill or aggregate which will retain moisture. Use calcium chloride test to test above fills.

In no case should the installation of linoleum proceed until proper tests have shown that the concrete is dry.

INSTALLATION OVER SUSPENDED WOOD SUBFLOORS

Any unevenness at butts or joints should be planed smooth and even and, in the case of old floors, badly worn, loose or defective boards should be replaced. Where sanding is necessary to smooth the floor surface, the floor should be sealed with a good wood primer.

Under no circumstances should linoleum be laid over any wood floor that is below grade, directly in contact with the ground or over unexcavated areas unless proper ventilation is provided between ground and floor.

In the case of new constructions where the floor is laid for the installation of linoleum, it should be double flooring type brought up to the proper surface below the finished floor level. The lower boards should be securely face-nailed to the joists and laid diagonally over them. The upper boards should be well dried, well seasoned tongue and groove, not less than $\frac{3}{4}$ inch thick with a face not more than $3\frac{1}{4}$ inches, laid at right angles to the floor joists and toenailed at 18 inch centres with eight-penny steel-cut nails.

PLYWOOD SURFACE

Plywood makes an excellent base for linoleum when used as the upper layer of double floors. Most suitable is Douglas Fir plywood $\frac{1}{4}$ inch thick. Sheets up to 8' x 4' have been found practical, the idea being to have as few joints as possible. Nails should be $1\frac{1}{4}$ " x 14-gauge spiral wire, rosin coated if possible, spaced at 6-inch centres along the edges, within 1 inch of the joint, and at 8-inch centres through the body of the plywood in staggered rows. All nails should be countersunk.

Plywood sheets 4' x 8' are the most suitable size to handle, and the weatherproof variety should be used especially for country homes. As an added protection against damp earth have a layer of impregnated black felt paper laid between the plywood and rough tongue and groove flooring.

Lay the plywood so that the 8' edge runs at right angles to the underfloor, and follow the instructions on this page for nailing.

Sheets should have a snug contact but should not be driven tight—they should be checked for loose spots after nailing. No opening at any joint should be more than $\frac{1}{8}$ " and all joints should be filled with a reliable filler carefully forced in the opening.

INSTALLATION—After the subfloor has been prepared, dry or impregnated felt paper should first be laid. This paper should be laid with carefully butted joints—all crossjoints to be staggered.

It should be cut to fit all vertical surfaces and applied to the floor with linoleum adhesive, the felt paper being thoroughly rolled into the adhesive with a linoleum roller weighing at least 100 lbs.

After the felt paper has been laid, the linoleum should be cut to fit each room accurately and neatly so as to have the minimum of seams. Remember that, wherever possible, linoleum should be laid across the boards.

FELT PAPER—The felt paper, if dry, should weigh approximately 12 ounces per square yard. Where there is any possibility of surface dampness or moisture, impregnated felt paper with a minimum weight of 24 ounces per square yard should be used.

FITTING—The linoleum should be trimmed or cut to fit accurately and snugly at all walls, pipes, radiators or other fixtures by the use of scribes or dividers.

CEMENT AND ADHESIVES—Dominion Linogrip or Dominion Waterproof Cement, made specially for linoleum is recommended.

SEAMS—When laying plain colours, all lengths of linoleum should be overlapped from $\frac{1}{2}$ inch to $\frac{3}{4}$ inch and the seam made by cutting through both thicknesses at the same time in a straight line, either by use of a chalk line or straight edge.

For patterned linoleum, follow instructions given in our new Layers' Guide.

WEIGHTING AND ROLLING—Immediately after laying, the floor should be rolled from the centre out, until all air bubbles are removed and complete adhesion assured. It is recommended that a Dominion Linoleum Roller, or a linoleum roller weighing at least 100 lbs. be used—or a Dominion Linoleum Truck Roller. Sand bags can also be used but care should be taken to avoid scratching the surface.

All seams, borders or tiles should be properly weighted by use of sand bags for 24 hours. Edges and joints should be thoroughly rolled to assure a tight, even, workmanlike seam.

Where cross seams are necessary, they should be finished last. The linoleum should be lapped after pasting to within approximately six inches of where seam is made. In all cases, **EXCESSIVE BENDING OF THE LINOLEUM SHOULD BE AVOIDED.**

PROTECTION—After floors have been inspected and approved, they should be covered with heavy paper or canvas in rooms where painting or other work is still to be done, or where there is any traffic, until the building is ready for occupancy. Avoid walking or placing of furniture for at least 24 hours.

After installation all traces of cement or adhesive should be removed, the floor thoroughly cleaned and then waxed and polished with Dominion Liquid Wax or its equivalent—two coats preferably. The use of varnish or other high gloss finishes is not recommended.

If further information is required regarding the installation of linoleum write for our Linoleum Installation Manual.

SEND FOR BOOKLETS ON LINOLEUM INSTALLATION AND MAINTENANCE

Address

DOMINION OILCLOTH & LINOLEUM CO. LIMITED
MONTREAL

general information

Widths: Patterns shown can be supplied only in the gauges and widths printed beside each pattern.

Lengths: All lines are rolled in lengths of about 30 yards, with the exception of Rexoleum (standard quality), which is approximately 40 yards; A Cork Carpet which comes in lengths of approximately 25 yards; AA Ivory Battleship Linoleum in lengths of about 15 yards.

Size of Patterns: The majority of patterns in this book are reproduced 1/5 actual size, the exceptions being: Jaspé, Marboleum, Handicraft, Rugs and Mats.

How Rolled: All lines are supplied "FACE OUT".

Substituting: In order to prevent the possibility of delay in filling an order, we recommend allowing us to substitute nearest pattern in case the design wanted should not be in stock.

Care in Unrolling: All floor coverings may crack or break if unrolled when cold, or if allowed to fall heavily on the floor. In cold weather the goods must be left at least twenty-four hours in a warm room before handling.

Claims for Damages: Our goods are all carefully inspected before shipment, and should they be damaged in transit through rough handling, etc., mention the fact on the Transportation Co.'s releasing papers over your signature and file claim against the carriers, as in such cases we are in no way responsible.

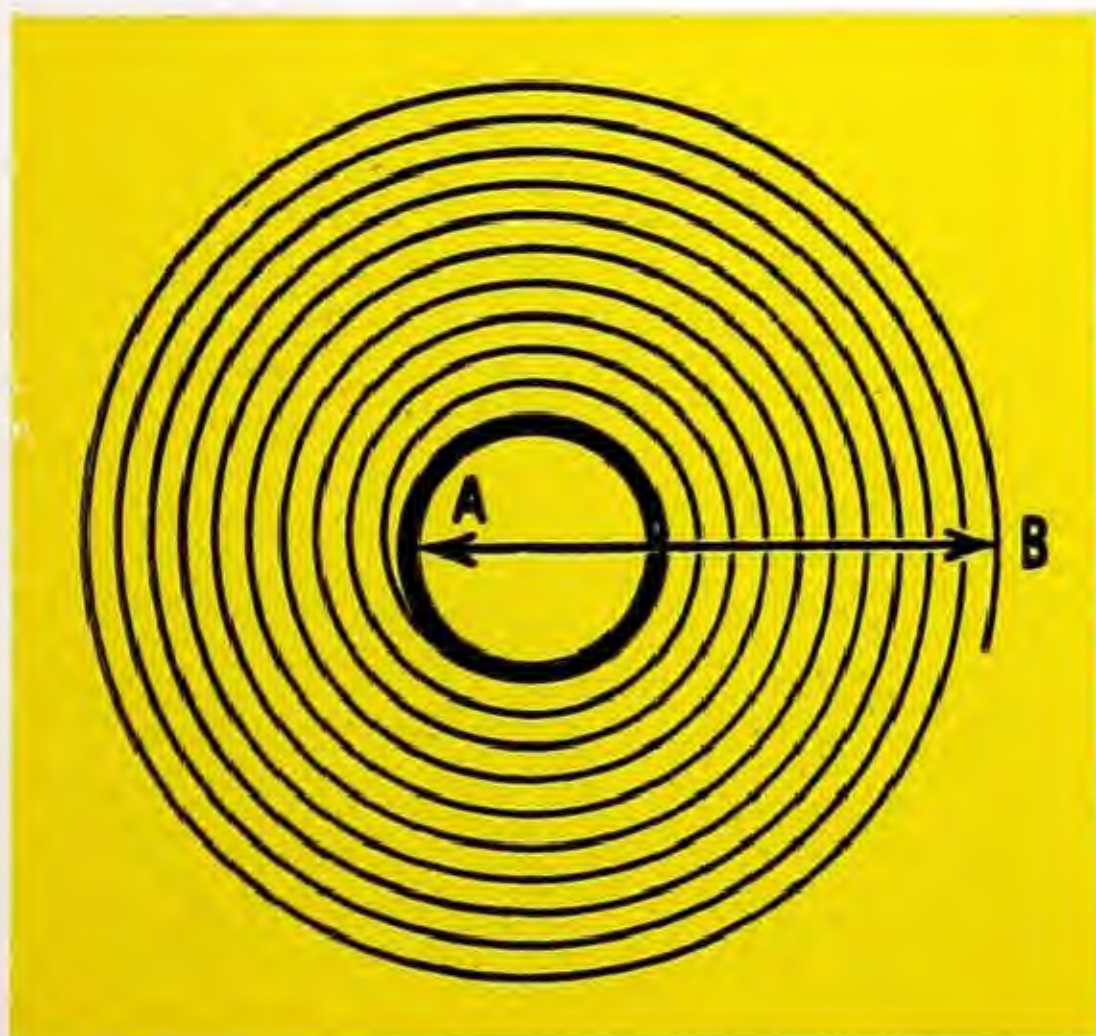
Telegraph Code: To designate design number of each pattern see list of CODE WORDS on pages 138 and 139 and the following CODE FOR WIDTHS is to be used in conjunction therewith:

Code word for 18" width	"WAMPUM"
Code word for 24" width	"WALRUS"
Code word for 27" width	"WARBLE"
Code word for 36" width	"WARDEN"
Code word for 2 yards width	"WELKIN"
Code word for 3 yards width	"WHELTER"
Code word for 4 yards width	"WHELMING"

Quantity: To designate quantity required, use merely the words "five, six, seven," etc., as the word "pieces" will not be necessary.

Example: "SIX WELKIN DEFLOP" means "Six pieces 2 yards wide, Pattern 0118".

NOTICE: To avoid possible cold cracks, always roll goods "FACE OUT".



HOW TO DETERMINE YARDAGE IN ROLL GOODS

Simply measure the mean diameter in inches from the outside of the roll to the inside. Be sure to measure through the opening in the roll on the inside. Count the number of turns in the roll. Use the following plan to get the number of square yards in the roll.

For 6-foot material: If A to B is 8'', for example, and there are 30 turns in the roll, multiply $8 \times 30 \times 0.175$ for the number of square yards in the roll. The answer is 42 square yards.

For 9-foot material: if A to B is 8'' and there are 30 turns in the roll, multiply $8 \times 30 \times 0.26$. The answer is 62.4 sq. yds.

For 12-foot material: if A to B is 8'' and there are 30 turns in the roll, multiply $8 \times 30 \times 0.35$. The answer is 84 sq. yds.

Table of Dominion Linoleum gauges.

Product	Gauge	Thickness in m.m.	Width in yards	Approx. Yardage in sq. yd.	Approx. Shipping Weight per roll	Approx. Weight per sq. yd.
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DOMINION BATTLESHIP (PLAIN) LINOLEUM — MARBOLEUM

Battleship on Canvas	AA	4.50	2	60	590	9.83
Battleship on Canvas	A	3.20	2	60	420	7.00
Marboleum on Canvas	AA	4.50	2	60	600	10.00
Marboleum on Canvas	A	3.20	2	60	440	7.33
Marboleum on Felt	A	3.20	2	60	425	7.08
Marboleum on Felt	Domestic	2.05	2	60	270	4.50

DOMINION JASPÉ, HANDICRAFT LINOLEUM AND MARBOLEUM TILES

Stock (package 9" x 9" tiles)

75 tiles per box	AA	4.50			47	
100 tiles per box	A	3.20			46	
125 tiles per box	Standard	2.50			45	
150 tiles per box	Domestic	2.05			45	

CORK CARPET

Brown and Green	A	6.50	2	50	500	10.00
Brown and Green	B	4.65	2	60	480	8.00

DOMINION INLAID TILING, MOULDED INLAID, EMBOSSED INLAID, JASPÉ, HANDICRAFT

Inlaid Tiling — Felt Back	Domestic		2	60	270	4.50
Moulded Inlaid — Canvas Back			2	60	300	5.00
Embossed Inlaid — Canvas Back			2	60	300	5.00
Jaspé — Canvas Back	AA		2	60	600	10.00
Jaspé — Canvas Back	A		2	60	435	7.25
Jaspé — Felt Back	A		2	60	420	7.00
Handicraft — Canvas Back	AA		2	60	600	10.00
Handicraft — Felt Back	A		2	60	435	7.25
Handicraft — Felt Back	Standard		2	60	330	5.50
Handicraft — Felt Back	Domestic		2	60	270	4.50

widths, lengths, weights

Product	Width	Approx. Yardage in s.y.	Approx. Shipping Weight Per roll	Approx. Weight per s.y.
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REXOLITE, REXOLEUM DE LUXE AND REXOLEUM STANDARD

Rexolite	2 yards	60	210	3.50
Rexoleum (de Luxe quality)	2 yards	60	180	3.00
	3 yards	81	243	3.00
	4 yards	100	360	3.60
Rexoleum (Standard quality).	2 yards	80	190	2.38

PASSAGE REXOLEUM

		Lin. yd.		Lin. yd.
Passage Rexoleum (de Luxe quality)	24"	30	60	2.00
	27"	30	65	2.17
	36"	30	90	3.00
Passage Rexoleum (Standard quality)	18"	50	60	1.20
	24"	50	80	1.60
	36"	40	95	2.38

PLASTIC COUNTER TOPPING (and Wall Covering)

Counter Topping and Wall Covering	27"	30	80	2.66
	54"	30	160	5.33

REXOLEUM RUGS (de Luxe quality)

Size in feet	Average Weight in lbs.
6 x 9	20
7½ x 9	25
9 x 9	30
9 x 10½	35
9 x 12	40
9 x 13½	45
9 x 15	50

The care of linoleum

Linoleum is easy to clean — easy to keep clean. Combined with its durability, this ease of upkeep gives linoleum a distinct advantage over other types of floors in the matter of maintenance costs. The following hints on the care of linoleum will help to keep maintenance costs at a minimum, while at the same time keeping floors beautiful and attractive.

DON'T USE STRONG SOAPS

Many strong soaps contain alkalis which, we have noted before, have a chemical action on linoleum which results in saponification and consequent disintegration.

WAX

Linoleum possesses many advantages over ordinary floors, such as flexibility, resiliency and beauty, but in respect to care, it is similar to hardwood. Dominion floors, either Marboleum, Inlaid Jaspé or Plain Linoleum, require little effort to keep clean, bright and colourful. But they should be given at least two thin coats of good liquid wax (free from turpentine) before they are used and become soiled. Allow first coat to dry before applying second coat. Wax should be thoroughly rubbed in by a hand waxing block, or where the floor area is large, by specially designed polishing machines.

Be sure to apply a very thin coat, even when using the wax for cleaning purposes, as an excessive application will often leave white marks if allowed to dry, which even polishing will not remove. It is better to polish before the wax becomes thoroughly dry and for this reason it is advisable to do small areas at a time rather than waxing the complete area before polishing. It will not take long before experience will show just what area can be waxed before polishing. We consider two thin coats of Dominion Liquid Wax, polished after each application, will give a far better result than any other type of wax and the floor will be far easier to keep clean in future.

After waxing and polishing as above, a dry mop will in most cases, remove all dust, footmarks, etc. and will

at the same time add lustre to the waxed surface. The daily mopping will improve the sheen of the wax.

If the floor starts to show signs of unevenness or dullness, the linoleum should be rewaxed. If a dry mop will not clean the linoleum, use a damp cloth or mop. If soap should prove necessary, use a very mild soap and rinse thoroughly. Always wax immediately after cleaning with soap, first making sure floor is thoroughly dry.

Wax has the advantage of keeping the floor uniform in appearance. It will not track where wear is heavy, like Lacquer, Varnish, Shellac and such finishes. Wax can be applied in places showing signs of dullness due to concentrated traffic and the floor will again look even and uniform.

Use any well-known wax, preferably a liquid wax such as Dominion Liquid Wax which we manufacture and recommend.

CLEANING WITH WAX

Dominion Liquid Wax is a cleanser as well as a polisher. By using wax for cleaning, the soap and water method is eliminated entirely. For cleaning purposes, Dominion Liquid Wax is applied fairly generously to the dirty spot. Being a liquid it loosens the dirt, which then becomes suspended in the liquid. Use a cloth to wipe away the wax, and the dirt is naturally wiped away with it. A very thin coat of wax is then applied in the usual manner for polishing. If the floor becomes hopelessly filthy, all wax should be removed with benzine, after which the floor can be re-waxed.

CLEANING WITH SOAP AND WATER

If the soap and water method of cleaning is preferred, a very mild soap, preferably of the *neutral linseed oil* variety, should be used. The temperature of water should be pleasantly warm to the hand — not hot. A *linseed oil* soap leaves the merest trace of linseed oil on the surface of linoleum, which acts as a rejuvenator. Whatever sort of soap is used, the floor should be thoroughly rinsed after cleaning.

ESTIMATING TILE QUANTITIES

Number of Square Feet in Room	NUMBER OF TILES REQUIRED				
	6" x 6"	7½" x 7½"	8½" x 8½"	9" x 9"	12" x 12"
6	24	16	12	11	6
9	36	24	18	16	9
15	60	39	30	27	15
21	84	54	42	38	21
24	96	62	48	43	24
28	112	72	56	50	28
32	128	82	64	57	32
36	144	93	72	64	36
40	160	103	80	72	40
45	180	116	90	80	45
50	200	128	100	89	50
52	208	134	104	93	52
54	216	139	108	96	54
60	240	154	120	107	60
63	252	162	126	112	63
66	264	169	132	118	66
70	280	180	140	125	70
77	308	198	154	137	77
84	336	216	168	150	84
96	384	246	192	171	96
100	400	256	200	178	100
110	440	282	220	196	110
130	520	333	260	232	130
144	576	369	288	256	144
156	624	400	312	278	156
169	676	433	338	301	169
182	728	466	364	324	182
195	780	500	390	347	195
208	832	533	416	370	208
216	864	553	432	384	216
221	884	566	442	393	221
234	936	600	468	416	234
240	960	615	480	427	240
247	988	633	494	439	247

Available in Marboleum, Dominion Plain, Jaspé and Handicraft Linoleum

9" x 9" Tiles carried in stock, other sizes on request.

NUMBER OF SQ. FEET PER TILE

6" x 6"	— .25 square feet
7½" x 7½"	— .390625 square feet
8½" x 8½"	— .50 square feet (Diagonal Grain Jaspé Tiles)
9" x 9"	— .5625 square feet
12" x 12"	— 1.00 square feet

HOW TILES ARE PACKED

Number of Cartons	CONTENTS IN SQUARE FEET				
	6" x 6"	7½" x 7½"	8½" x 8½"	9" x 9"	12" x 12"
1	65	66½	50	56¼	72
2	130	133	100	112½	144
3	195	199½	150	168¾	216
4	260	266	200	225	288
5	325	332½	250	281¼	360
6	390	399	300	337½	432
7	455	465½	350	393¾	504
8	520	532	400	450	576
9	585	598½	450	506¼	648
10	650	665	500	562½	720
11	715	731½	550	618¾	792
12	780	798	600	675	864
13	845	864½	650	731¼	936
14	910	931	700	787½	1008
15	975	997½	750	843¾	1080
16	1040	1064	800	900	1152
17	1105	1130½	850	956¼	1224
18	1170	1197	900	1012½	1296
19	1235	1263½	950	1068¾	1368
20	1300	1330	1000	1125	1440
21	1365	1396½	1050	1181¼	1512
22	1430	1463	1100	1237½	1584
23	1495	1529½	1150	1293¾	1656
24	1560	1596	1200	1350	1728
25	1625	1662½	1250	1406¼	1800
26	1690	1729	1300	1462½	1872
27	1755	1795½	1350	1518¾	1944
28	1820	1862	1400	1575	2016
29	1885	1928½	1450	1631¼	2088
30	1950	1995	1500	1687½	2160
31	2015	2061½	1550	1743¾	2232
32	2080	2128	1600	1800	2304

Available in Marboleum, Dominion Plain, Jaspé and Handicraft Linoleum

9" x 9" Tiles carried in stock, other sizes on request.

NUMBER OF TILES TO SQ. YARD

6" x 6"	— 36 tiles to square yard
7½" x 7½"	— 24 tiles to square yard
8½" x 8½"	— 18 tiles to square yard
9" x 9"	— 16 tiles to square yard
12" x 12"	— 9 tiles to square yard

Code Words

When ordering by wire, use the following Code Words:

MARBOLEUM

Pattern	Gauge	Code
M-20	A	"NAXCANCER"
M-19	A	"NAXBUSE"
	Standard	"NAXBUTOR"
	Domestic	"NAXCAMP"
M-18	A	"NAXBULL"
	Domestic	"NAXCALL"
M-17	A	"NAXBUZZ"
	Domestic	"NAXBUYER"
M-16	A	"NAXBUTTE"
M-15	A	"NAXBUSH"
	Domestic	"NAXBURIN"
M-14	A	"NAXBUOY"
M-13	A	"NAXBUMAT"
	Standard	"NAXCAKE"
	Domestic	"NAXBUGLE"
M-11	A	"NAXBRIG"
M-99	A	"NAXBOUT"
	Domestic	"NAXBOVAL"
M-97	A	"NAXBOND"
M-96	A	"NAXBOLO"
M-93	A	"NAXBEGO"
M-92	A	"NAXBANT"
	Standard	"NAXBAY"
	Domestic	"NAXBAUR"
M-91	A	"NAXAVIT"
M-89	A	"NAXAROL"

DOMINION JASPE LINOLEUM

Pattern	Gauge	Code
J-740	A	"INAFAR"
J-739	A	"INABASE"
J-738	A	"INABITE"
	Standard	"INABLET"
J-737	A	"INAZETES"
	Standard	"INAZISS"
J-736	A	"INAZAMA"
	Standard	"INAZEM"
J-735	A	"INAXENON"
	Standard	"INAXENA"
J-726	A	"INAVUM"
	Standard	"INAVY"

DOMINION HANDICRAFT LINOLEUM

Pattern	Gauge	Code
H-776	A	"INAEON"
	Standard	"INAFAIR"
	Domestic	"INADZE"
H-775	A	"INADVICE"
	Standard	"INAFIX"
	Domestic	"INADVENT"
H-774	A	"INADROIT"
H-773	A	"INADOPT"
	Standard	"INAGILE"
	Domestic	"INADJUST"
H-772	A	"INADIT"
	Standard	"INAFORE"
	Domestic	"INADIEU"

Pattern	Gauge	Code
M-88	A	"NAXANUL"
	Standard	"NAXAPILL"
	Domestic	"NAXAPIF"
M-87	A	"NAXALT"
	Domestic	"NAXAMY"
M-85	A	"NAXAFAR"
	Standard	"NAXAGOG"
	Domestic	"NAXAGE"
M-81	A	"NAVIAL"
	Standard	"NAVITO"
	Domestic	"NAVEST"
M-80	A	"NAVALON"
	Standard	"NATUFA"
	Domestic	"NATUCK"
M-76	A	"NASUBAR"
	Domestic	"NASOR"
M-60	A	"NANEW"
M-54	A	"NAGLOW"
	Domestic	"NAKIN"
M-53	A	"NAGILE"
	Domestic	"NAXCAB"
M-49	A	"NAFLAME"
M-48	A	"NADJUST"
M-43	A	"NABOVE"
M-41	A	"NABORAL"
M-39	A	"NABED"
	Standard	"NACRIB"
	Domestic	"NACREW"

Pattern	Gauge	Code
J-725	A	"INAVOTUS"
J-724	A	"INAVOS"
J-723	A	"INAVIRA"
	Standard	"INAVIP"
J-721	A	"INAVELT"
J-720	A	"INAVANO"
	Standard	"INAVE"
J-712	A	"INATROY"
	Standard	"INATRU"
J-708	A	"INASEAL"
	Standard	"INASAE"
J-701	A	"INASUIT"

Pattern	Gauge	Code
H-771	A	"INADDER"
H-770	A	"INADAM"
	Standard	"INAGLOW"
	Domestic	"INACME"
H-769	A	"INACIDE"
H-768	A	"INABOY"
H-762	A	"INAXANY"
	Standard	"INAGREE"
	Domestic	"INAYEZ"

DOMINION PLAIN AND BATTLESHIP LINOLEUM

Pattern	Gauge	Code
Light Green	AA	"LEBADOR"
	A	"LEBAFLE"
Terra Cotta	AA	"LABATE"
	A	"LAGAN"
Grey	AA	"LACONICA"
	A	"LABIAL"
Brown	AA	"LABURN"
	A	"LACK"
Dark Green	AA	"LABEO"
	A	"LACTEAL"

Pattern	Gauge	Code
Black	AA	"LAMABLE"
	A	"LAMACK"
Ivory	A	"LAPSE"
Light Blue	A	"LEDAIX"
Red	A	"LARGO"
Yellow	A	"LAFIR"
Orange	A	"LAVISH"
Dark Blue	A	"LANCE"
Buff	A	"LECTERN"
Maroon	A	"LEDAME"

CORK CARPET

Pattern	Gauge	Code
Brown	A	"LABRA"
	B	"LAGGER"

Pattern	Gauge	Code
Green	A	"LAVROSE"
	B	"LAIN"

DOMINION INLAID LINOLEUM (TILING)

Pattern	Gauge	Code
7415	Domestic	"INRECAR"
7414	Domestic	"INRECAP"
7413	Domestic	"INRECANO"
7412	Domestic	"INRECANAL"
7411	Domestic	"INRECAP"
7410	Domestic	"INRECALL"
7409	Domestic	"INRECAN"

Pattern	Gauge	Code
7406	Domestic	"INREBUS"
7405	Domestic	"INREBOIL"
7403	Domestic	"INREBEC"
7401	Domestic	"INREAD"
7400	Domestic	"INREACH"
7351	Domestic	"INMEDIC"
7350	Domestic	"INMECOR"

EMBOSSSED

Pattern	Code
8741	"BOSACCES"
8740	"BOSABUS"
8739	"BOSABORD"
8738	"BOSABOI"

Pattern	Code
8737	"BOSABE"
8729	"BOSERIC"
8727	"BOSERA"

DOMINION INLAID LINOLEUM MOULDED

Pattern	Code
7031	"INPHASE"
7030	"INPEUR"
7029	"INPETREL"
7028	"INPETIT"
7027	"INPESTE"
7026	"INPESON"
7025	"INPESANT"
7024	"INPERSE"

Pattern	Code
7023	"INPEROU"
7022	"INPERLOT"
7021	"INPERIL"
7020	"INPERE"
7019	"INPERDU"
7018	"INPERCE"
7011	"INPENAUD"

REXOLITE

Pattern	Code
5537	"PAPOSIT"
5536	"PAPOSE"
5535	"PAPOMP"
5534	"PAPOST"
5533	"PAPOLO"
5532	"PAPOLISH"
5531	"PAPOLAR"
5530	"PAPOKY"
5529	"PAPOD"
5528	"PAPLUG"

Pattern	Code
5527	"PAPLACE"
5526	"PAPISTOL"
5525	"PAPINK"
5514	"PAKURT"
5513	"PAKOR"
5510	"PAGIRE"
5509	"PAGEN"
5508	"PAGA"
5504	"PACOB"
5502	"PACAL"

COUNTER TOPPING AND WALL COVERING

Pattern	Code
CT-63	"TOPATTY"
CT-62	"TOPASS"
CT-61	"TOPAROT"
CT-60	"TOPARCH"
CT-59	"TOPART"

Pattern	Code
CT-58	"TOPAPIST"
CT-57	"TOPAPER"
CT-56	"TOPAP"
CT-55	"TOPANIC"

REXOLEUM DE LUXE AND STANDARD

Pattern	Code	Pattern	Code
0125	"DEFORCE"	R-199	"REXUNION"
0124	"DEFORAY"	R-198	"REXUNHORSE"
0123	"DEFOOT"	R-197	"REXUNFROCK"
0122	"DEFOLIO"	R-196	"REXUNDID"
0121	"DEFOCUS"	R-195	"REXUNFOLD"
0120	"DEFLYER"	R-194	"REXUNFIT"
0119	"DEFLUTE"	R-193	"REXUNFAIR"
0118	"DEFLOP"	R-192	"REXUNCUT"
0117	"DEFLOOR"	R-191	"REXUNAPT"
0116	"DEFCLICK"	R-190	"REXUNDO"
0115	"DEFATTEN"	R-187	"REXULNA"
0097	"DEFLASH"	R-186	"REXULEX"
0096	"DEFLAP"	R-185	"REXUKASE"
0095	"DEFLANGE"	R-183	"REXUCH"
0094	"DEFLAME"	R-169	"REXILEM"
0093	"DEFLAIR"	R-167	"REXIGUE"
0092	"DEFLAG"	R-19	"REXNOBLE"
0091	"DEFIZZLE"	0670	"HANUDE"
0090	"DEFITCH"	0669	"HANOWISE"
0089	"DEFISHY"	0668	"HANOVOL"
0087	"DEFINGER"	0667	"HANOTION"
0086	"DEFINCH"	0666	"HANOTCH"
0021	"DUBEEF"	0665	"HANOSTRIL"
0019	"DOWBEC"	0664	"HANOPAL"
0015	"DORISE"	0656	"HANOISE"
0170	"DICIL"	0654	"HANOB"
0169	"DIBER"	RP-141	"RABIRD"
0168	"DIAM"	RP-140	"RABIND"
0103	"DUDAB"	RP-139	"RABILLOW"
0101	"DUBLON"	RP-138	"RABILE"
R-22	"REXUNLESS"	RP-132	"RABICEPS"
R-21	"REXUNJUST"	RP-130	"RABIAS"
R-20	"REXUNITE"		

REXOLEUM RUGS (DE LUXE)

Pattern 0470			
6' x 9'	"CIBREAK"	9' x 9'	"CIBOTTLE"
7½' x 9'	"CIBRAVO"	9' x 10½'	"CIBORROW"
9' x 9'	"CIBRAIN"	9' x 12'	"CIBORDER"
9' x 10½'	"CIBRAG"	9' x 13½'	"CIBOOTLEG"
9' x 12'	"CIBRACE"	9' x 15'	"CIBOOK"
9' x 13½'	"CIBOYISH"		
9' x 15'	"CIBOX"		
Pattern 0469			
6' x 9'	"CIBUCKLE"	6' x 9'	"CIBONNET"
7½' x 9'	"CIBRUTE"	7½' x 9'	"CIBONA"
9' x 9'	"CIBRUISE"	9' x 9'	"CIBOLTER"
9' x 10½'	"CIBRONZE"	9' x 10½'	"CIBOIL"
9' x 12'	"CIBRIGHT"	9' x 12'	"CIBOGGLE"
9' x 13½'	"CIBRIDAL"	9' x 13½'	"CIBODICE"
9' x 15'	"CIBRETON"	9' x 15'	"CIBODY"
Pattern 0468			
6' x 9'	"CIBOWEL"	6' x 9'	"CIBOAT"
7½' x 9'	"CIBOUQUET"	7½' x 9'	"CIBLUFF"
		9' x 9'	"CIBLUE"

9' x 10½'	"CIBLOTTER"
9' x 12'	"CIBLOSSOM"
9' x 13½'	"CIBLOODY"
9' x 15'	"CIBLOCK"

Pattern 0465

6' x 9'	"CIBLISTER"
7½' x 9'	"CIBLIND"
9' x 9'	"CIBLETHER"
9' x 10½'	"CIBLESS"
9' x 12'	"CIBLEED"
9' x 13½'	"CIBLEAR"
9' x 15'	"CIBLAZE"

Pattern 0464

6' x 9'	"CIBLARNEY"
7½' x 9'	"CIBLANCH"
9' x 9'	"CIBLADE"
9' x 10½'	"CIBLACK"
9' x 12'	"CIBITTER"

Pattern 0463

6' x 9'	"CIBISTRE"
7½' x 9'	"CIBISON"
9' x 9'	"CIBISCAY"
9' x 10½'	"CIBIRCH"
9' x 12'	"CIBINDER"

Pattern 0462

6' x 9'	"CIBILL"
7½' x 9'	"CIBILIOUS"
9' x 9'	"CIBIKE"
9' x 10½'	"CIBIG"
9' x 12'	"CIBICEPS"

Pattern 0461

6' x 9'	"CIBHEATER"
7½' x 9'	"CIBBEE"
9' x 9'	"CIBEGONE"
9' x 10½'	"CIBBEHEAD"
9' x 12'	"CIBBEST"

9' x 13½'	"CIHBETTER"
9' x 15'	"CIHBEVEL"

Pattern 0460

6' x 9'	"CIHBAR"
7½' x 9'	"CIHBASIN"
9' x 9'	"CIHBED"
9' x 10½'	"CIHBARON"
9' x 12'	"CIHBARREL"
9' x 13½'	"CIHBASE"
9' x 15'	"CIHBATCH"

Pattern 0458

6' x 9'	"CEHZEST"
7½' x 9'	"CEHZINC"
9' x 9'	"CEHZION"
9' x 10½'	"CEHZIP"
9' x 12'	"CEHZIRCON"
9' x 13½'	"CEHZODIAC"
9' x 15'	"CEHZOOM"

Pattern 0436 Yellow

6' x 9'	"CEHYANK"
7½' x 9'	"CEHYIELD"
9' x 9'	"CEHYOD"
9' x 10½'	"CEHZAVY"
9' x 12'	"CEHZEAL"

Pattern 0436 Blue

6' x 9'	"CEHZEBA"
7½' x 9'	"CEHZEBU"
9' x 9'	"CEHZENITH"
9' x 10½'	"CEHZEPHYR"
9' x 12'	"CEHZERO"

Pattern 0413

6' x 9'	"CUDINE"
7½' x 9'	"CUDAK"
9' x 9'	"CUDERE"
9' x 10½'	"CUDORT"
9' x 12'	"CUDAZY"
9' x 13½'	"CUDUSK"
9' x 15'	"CUDILLA"

REXOLEUM MATS

6 assorted: 2 each of 0314 A, B, C
"REXWIFE"

25 per carton — assorted 0249 A, B, C
"REXWIDEN"

25 per carton — assorted 0248 A, B, C
"REXWICK"

25 per carton — assorted 0246 A, B, C
"REXWHET"



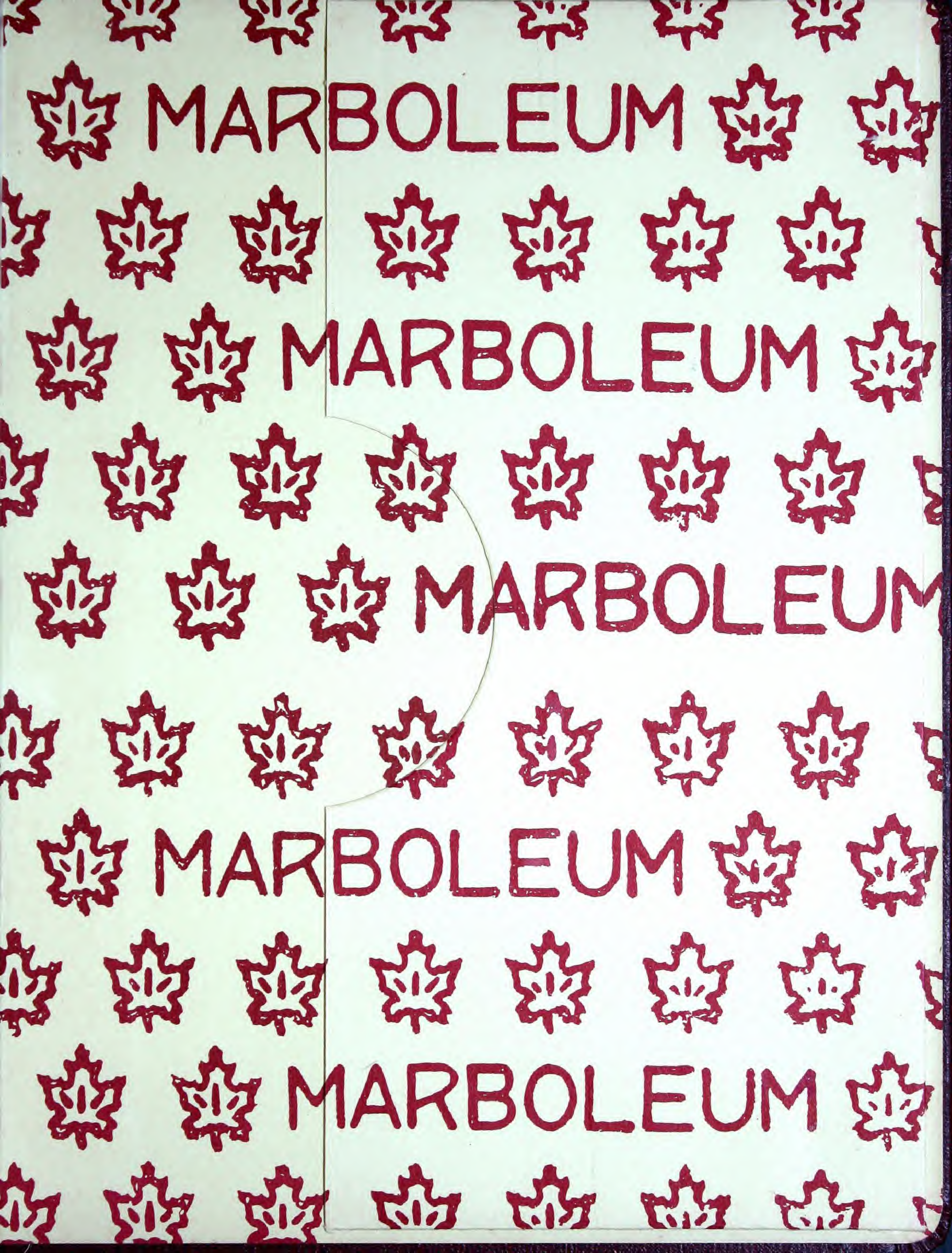
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